FILED 1 RICHARD B. GOETZ (S.B. #115666) rgoetz@omm.com 2012 MAY 25 PM 4: 07 JACLYN BLANKENSHIP (S.B. #267524) CLERK U.S. DISTRICT COURT CENTRAL DIST. OF CALIF. LOS ANGELES iblankenship@omm.com 3 O'MELVENY & MYERS LLP 400 South Hope Street, 18th Floor 4 Los Angeles, CA 90071-2899 5 Telephone: (213) 430-6000 Facsimile: (213) 430-6407 6 MATTHEW D. POWERS (S.B.#212682) mpowers@omm.com O'MELVENY & MYERS LLP 8 Two Embarcadero Center, 28th Floor 9 San Francisco, CA 94111-3823 Telephone: (415) 984-8700 10 Facsimile: (415) 984-8701 11 Attorneys for Defendant Neutrogena Corporation 12 13 14 UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA 15 MARA CHOW, individually and on behalf of all others similarly situated, 16 17 (Los Angeles County Superior Court Plaintiff. Case No. BC483371) 18 **DEFENDANT NEUTROGENA** CORPORATION'S NOTICE OF V. 19 REMOVAL 20 NEUTROGENA CORP., a Delaware (28 U.S.C. §§ 1332(d), 1441 and 1453) Corporation; and DOES I through 100, 21 inclusive, Defendants. 22 23 24 25 26 27 28 DEFENDANT NEUTROGENA'S

NOTICE OF REMOVAL

Case 2:12-cv-04624-R- Document 1 Filed 05/25/12 Page 1 of 66 Page ID #:1

TO THE CLERK OF THE UNITED STATES DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA:

PLEASE TAKE NOTICE that Neutrogena Corporation ("Neutrogena"), the only named defendant in the above-titled action, hereby removes this action pursuant to 28 U.S.C. §§ 1332, 1441, 1446 and 1453 from the Superior Court for the State of California for the County of Los Angeles to the Untied States District Court for the Central District of California. Removal is proper because this is a putative class action "brought in a State court of which the district courts of the United States have original jurisdiction." 28 U.S.C. §§ 1441(a) & 1453(b). Specifically, this action satisfies the jurisdictional prerequisites under the Class Action Fairness Act ("CAFA"). Minimal diversity exists because Neutrogena is a citizen of Delaware and California and the putative class includes citizens of other states who purchased certain Neutrogena products. Additionally, the amount in controversy exceeds \$5 million dollars. This Notice of Removal is timely because it has been filed within thirty days of the date Defendant was served with the summons and complaint. See 28 U.S.C. § 1446(b). Thus, this Court has original jurisdiction over this action based upon diversity of citizenship. 28 U.S.C. § 1332(d)(2).

I. BACKGROUND

A. Timeliness of Removal

On April 24, 2012, Plaintiff Mara Chow ("Plaintiff") commenced this action by filing a Summons and Class Action Complaint in the Superior Court for the State of California for the County of Los Angeles captioned *Mara Chow, individually and on behalf of all others similarly situated vs. Neutrogena Corp., a Delaware Corporation; and Does 1 through 100, inclusive*, No. BC483371. A true and correct copy of the Summons and Complaint is attached hereto as Exhibit A. Neutrogena was served with a copy of the Summons and Complaint by process server on April 25, 2012. (Declaration of Jaclyn Blankenship ¶ 2.) On May 8, 2012, Neutrogena

filed a Notice of Related Cases. A true and correct copy of the Notice of Related Cases is attached as Exhibit B. This Notice of Removal is timely because it is filed within thirty days of the April 25, 2012 service of the Summons and Complaint. *See* 28 U.S.C. § 1446(b).

B. Plaintiff's putative nationwide class action complaint

Plaintiff alleges that Neutrogena engaged in allegedly misleading business practices with respect to the labeling and advertising of certain Neutrogena products ("Products"). Plaintiff brings claims under California's Unfair Competition Law ("UCL"), Cal. Bus. & Prof. Code §§ 17200 et seq. (Count I), False Advertising Law ("FAL"), Cal. Bus. & Prof. Code §§ 17500 et seq (Count II), Consumer Legal Remedies Act ("CLRA"), Civil Code § 1750 et seq. (Count III), as well as a Breach of Express Warranty claim (Count IV) on behalf of herself and "all persons residing in the United States who purchased" these Products from February 15, 2008 to present. (Compl. ¶ 16.)

Plaintiff seeks, *inter alia*, an order enjoining the allegedly misleading business practices (Compl. ¶ 52) and "restitution and damages" to the consumers who purchased these Products. (Compl. ¶¶ 39, 52, 62.) Plaintiff alleges that the putative nationwide class comprises "many thousands of persons throughout the United States and California" and that "millions of units of the Products have been sold in the United States and State of California during the Class Period." (Compl. ¶ 17.) Plaintiff also alleges that Neutrogena's alleged misleading business practices "result[ed] in profits of millions of dollars or more to Neutrogena" (Compl. ¶ 15; see also Compl. ¶ 41.)

¹ As used herein, "Products" refers to the products identified by Plaintiff in her complaint.

II. CAFA JURISDICTION

Federal diversity jurisdiction exists over this removed action pursuant to 28 U.S.C. § 1332(d). Section 1332(d) provides that the United States District Courts have original jurisdiction over any class action: (1) involving a plaintiff class of 100 or more members; (2) in which the matter in controversy exceeds (in the aggregate) the sum or value of \$5,000,000, exclusive of interest and costs; and (3) where at least one member of the plaintiff class is a citizen of a Statue different from any defendants. *See* 28 U.S.C. § 1332(d)(2)(A) & 5(B).

A. The Putative Nationwide Class Consists of Over 100 Class Members.

Plaintiff's Complaint purports to be filed on behalf of a class comprised of "All persons residing in the United States who purchased the Products for personal use and not for resale during the time period February 15, 2008, through the present." (Compl. ¶ 16a.) Plaintiff alleges that "[t]he Class comprises many thousands of persons throughout the United States and California." (Compl. ¶ 17.) While Neutrogena denies that any class exists here or that any class could be certified pursuant to Rule 23, Plaintiff's allegations within the Complaint satisfy the 100 person requirement of CAFA. *See* 28 U.S.C. § 1332(d)(5)(B).

B. Diversity of Citizenship Exists as Required by CAFA.

Diversity of citizenship exists between Neutrogena and putative members of the class. For a putative class action that meets the other requirements of CAFA, diversity of citizenship exists if "any member of a class of plaintiffs" has diverse citizenship from at least one defendant. 28 U.S.C. § 1332(d)(2)(A). Neutrogena is incorporated in Delaware and is headquartered in Los Angeles, California. Thus, for diversity purposes, Neutrogena is a citizen of both Delaware and California. *See Hertz Corp. v. Friend*, 130 S.Ct. 1181, 1184 (U.S. 2010).

Plaintiff alleges that she resides in Los Angeles County, California, and has done so at all relevant times. (Compl. ¶ 10.) Plaintiff also allegedly purchased the products in Los Angeles County, California. (Compl. ¶ 10.) On information and belief, Plaintiff is a citizen of the United States and intends for California to be her permanent home. Consequently, Plaintiff is a citizen of the State of California. *See Kanter v. Warner-Lambert Co.*, 265 F.3d 853, 857 (9th Cir. 2001).

Plaintiff also alleges, however, that the putative nationwide class consists of "many thousands of persons *throughout the United States* and California." Compl.¶ 17 (emphasis added). The Products at issue are sold throughout the United States, including in states other than California or Delaware. (*See* Declaration of John Lottier ("Lottier Decl.") ¶ 2.) Accordingly, at least one putative class member is not a citizen of Delaware or California, thereby satisfying minimal diversity for purposes of CAFA jurisdiction. 28 U.S.C. § 1332(d)(2)(A).

C. The Amount in Controversy Exceeds \$5 million.

Under CAFA, the amount in controversy requirement is satisfied if the claims of the putative class exceed, in the aggregate, \$5 million, exclusive of interest and costs. 28 U.S.C. § 1332(d)(6). Although Neutrogena disputes liability and damages, the requirement is satisfied if Plaintiff's claims on behalf of herself and the putative nationwide class would, if granted, exceed \$5 million. *See Korn v. Polo Ralph Lauren Corp.*, 536 F. Supp. 2d 1199, 1205 (E.D. Cal. 2008) ("In measuring the amount in controversy, a court must assume that the allegations of the complaint are true and that a jury will return a verdict for the plaintiff on all claims made in the complaint. The ultimate inquiry is what amount is put 'in controversy' by the plaintiff's complaint, *not what a defendant will actually owe*.") (citations omitted, emphasis added).

Here, Plaintiff seeks in excess of \$5 million in the aggregate. Plaintiff seeks compensatory damages, restitution, punitive damages and attorneys fees. (Compl.

¶¶ 52, 62, 73 and Prayer C, D, F, and G.) Among other things, Plaintiff alleges that 1 she "and the Class have been damaged in the amount of the purchase price of the Products they purchased." (Compl. ¶ 78.) The retail price for the Products ranges 3 from \$11.99 to \$21.99, (Lottier Decl. ¶ 3) and Plaintiff alleges that Neutrogena 4 "sold millions of units of the Products" during the Class Period. (Compl. ¶ 37; see 5 also ¶ 17.) As of the date of this notice, total nationwide retail sales since February 6 15, 2008 of the Products at issue in the Complaint have, in the aggregate, exceeded \$5 million. (Lottier Decl. ¶ 4.) Thus, although Neutrogena disputes that either 8 Plaintiff or the members of the putative class have suffered any injury or are entitled 9 to any recovery, the amount in controversy in this case exceeds \$5 million. See 10 Lewis v. Verizon Comm'ns Inc., 627 F.3d 395 (9th 2010) (defendant's affidavit 11 demonstrated by a preponderance of the evidence that the amount in question 12

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D. No Exception to CAFA applies.

exceeded \$5 million).

CAFA contains a number of exceptions which, where applicable, prevent the Court from exercising jurisdiction over a class action, even where that class action meets CAFA's threshold requirements triggering diversity jurisdiction. It is plaintiff's burden, however, not defendant's, to demonstrate that an exception applies. Serrano v. 180 Connect, Inc., 478 F.3d 1018, 1023-24 (9th Cir. 2007) (requiring party seeking remand to demonstrate the applicability of the "home state" and "local controversy" exceptions to CAFA); Korn v. Polo Ralph Lauren Corp., 536 F. Supp. 2d 1199, 1206 (E.D. Cal. 2008).

In any event, Plaintiff will be unable to demonstrate that either exception applies here because California citizens do not comprise two-thirds of the putative nationwide class. Both the home state and the local controversy exception require that at least two-thirds of the putative class members be citizens of the same state as Neutrogena. See 28 U.S.C. §§ 1332(d)(4)(A) (local controversy), 1332(d)(4)(B)

(home state). Since the Products were sold throughout the United States, the putative nationwide class is not primarily comprised of Californian citizens and no exception to CAFA jurisdiction applies here.

III. VENUE

Plaintiff's state court action was commenced in the Superior Court of the State of California for the County of Los Angeles and, pursuant to 28 U.S.C. §§ 84(c), 1441(a), 1446(a) and (b), and 1453(b) may be removed to this United States District Court for the Central District of California, which embraces Los Angeles County within its jurisdiction.

IV. NOTICE

Pursuant to 28 U.S.C. § 1446(d), a copy of this Notice of Removal is being contemporaneously filed with the Clerk of the Superior Court for the State of California for the County of Los Angeles and served upon Plaintiff.

V. CONCLUSION

In sum, this Court has removal jurisdiction over this action under 28 U.S.C. §§ 1441(a) and 1453(b) because minimal diversity exists, the amount in controversy exceeds \$5 million, and this Notice has been filed within thirty days of Neutrogena being served with the complaint. *See* 28 U.S.C. § 1446(b). As such, Neutrogena, the sole named defendant in the above-titled action, respectfully removes this action

from the Superior Court for the State of California for the County of Los Angeles (Case No. BC483371), to this Court pursuant to 28 U.S.C. §§ 1332, 1441, 1446 and 1453. Dated: May 25, 2012 O'MELVENY & MYERS LLP Attorneys for Defendant Neutrogena

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EXHIBIT A

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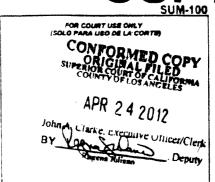
SUMMONS (CITACION JUDICIAL)

NOTICE TO DEFENDANT: (AVISO AL DEMANDADO):

NEUTROGENA CORP., a Delaware Corporation; and DOES I though 100, inclusive

YOU ARE BEING SUED BY PLAINTIFF: (LO ESTÁ DEMANDANDO EL DEMANDANTE):

Mara Chow, individually and on behalf of all others similarly situated



NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you went the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gow/selflefp), your county law library, or the courthouse nearest you. If you cannot pey the filing fee, ask the court clork for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groupe at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. JAVISOI Lo han demandedo. Si ha responde dentro de 30 dias, is corte puede decidir en su contre sin escucher su versión. Les la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formate legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorta.c.a.gov), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede parder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión e abogados. Si no puede pager a un abogado, es posible que cumpla con los requisitos para abtener servicios legales gratuitos de un programa de servicios legales sin fines de buro. Puede encontrar estos grupos sin fines de buro en el sitio web de Californie Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayude de las Cortas de Californie, (www.sucorta.ca.gov) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO; Por tey, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de vator recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civili. Tiene que pagar el gravamen de la corte antes de que la corte pueda desachar el caso.

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DATE: April 24, 2012	aw, LLP, 100 Wilshire Blvd., Sto	erk, by acretario)	Juliano	, Deputy (Adjunto)
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(SEAL)	as an individual defendant. as the person sued under the):	
·	3. on behalf of (specify): Neut	rogena Corp.		
	under:	- Annual	CCP 416.60 (minor) CCP 416.70 (conservate CCP 416.90 (authorized	•
	other (specify): 4. J by personal delivery on (deli	o):		Page 1 of 1

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Code of Chill Procedure §§ 412.20, 465

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1 Ryan J. Clarkson, State Bar No. 257074 rclarkson@redlawllp.com Edward D. Dubendorf, State Bar No. 275456 edubendorf@redlawllp.com 3 RED LAW, LLP 100 Wilshire Blvd., Suite 950 APR 24 2012 4 Santa Monica, CA 90401 John A Clarke Executive Ulficer/Clerk Tel: (310) 917-1070 5 Fax: (310) 917-1001 6 Attorneys for Plaintiff Mara Chow and the Plaintiff Class 7 8 9 SUPERIOR COURT FOR THE STATE OF CALIFORNIA BC488871 10 **COUNTY OF LOS ANGELES** 11 100 Wilshire Blvd., Suite 950 Santa Monica, CA 90401 12 MARA CHOW, individually and on behalf of all) Case No. others similarly situated, Red Law, LLP 13 CLASS ACTION COMPLAINT Plaintiff. 14 1. FALSE AND MISLEADING ADVERTISING IN VIOLATION OF VS. 15 **BUSINESS AND PROFESSIONS CODE** NEUTROGENA CORP., a Delaware § 17200, et seq. 16 Corporation; and DOES 1 through 100, 2. FALSE AND MISLEADING inclusive. 17 ADVERTISING IN VIOLATION OF Defendants. BUSINESS AND PROFESSIONS CODE 18 § 17500, et seq. 19 3. VIOLATION OF CALIFORNIA CIVIL CODE § 1750, et seq. (Consumers Legal 20 Remedies Act) 21 4. BREACH OF EXPRESS WARRANTY 22 **DEMAND FOR JURY TRIAL** 23 24 Plaintiff Mara Chow, individually and on behalf of all other similarly situated purchasers (the 25 "Class") of a series of purported "anti-aging" products, including Neutrogena Rapid Wrinkle Repair SPF 30, Neutrogena Rapid Wrinkle Repair Night, Neutrogena Rapid Wrinkle Repair Serum, 26

"Class") of a series of purported "anti-aging" products, including Neutrogena Rapid Wrinkle Repair SPF 30, Neutrogena Rapid Wrinkle Repair Night, Neutrogena Rapid Wrinkle Repair Serum, Neutrogena Rapid Wrinkle Repair Eye, Neutrogena Healthy Skin Anti-Wrinkle Cream SPF 15, and Neutrogena Healthy Skin Anti-Wrinkle Cream – Night (collectively referred to herein as the

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"Products" or individually as a "Product"), brings this complaint against Neutrogena Corp., a Delaware Corporation ("Neutrogena" or "Defendant"), and Does 1 through 100, inclusive (sometimes collectively referred to herein as "Neutrogena" or "Defendants") and allege as follows:

I.

NATURE OF THE ACTION

- In its labeling and advertising of the Products, Neutrogena claims that the Products are "clinically proven" and can (1) cause a person to look younger, and (2) prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week. Neutrogena manufactures, markets, sells, and distributes the Products to all consumers irrespective of age, skin type, skin tone, or other dermatological specific factors. Those consistent and uniform claims are false. In reality, the Products neither cause a person to look younger nor prevent or repair wrinkles, fine lines, age spots, or other signs of aging within one week.
- 2. Neutrogena claims the Products are comprised of a "unique combination" of Retinol SA, Glucose Complex, and Hyaluronic Acid. However, research regarding the efficacy of retinol-based creams and lotions, like the Products, remains incomplete and inconclusive. In fact, no reliable and consistent scientific studies exist which "prove" the efficacy of Retinol SA, either alone or in combination with Glucose Complex or Hyaluronic Acid, in preventing and repairing wrinkles, fine lines, age spots, or other signs of aging within one week.
- 3. On January 17, 2012, the National Advertising Division of the Better Business Bureau ("NAD") reported the results of its examination into the validity of Neutrogena's Rapid Wrinkle Repair claims as part of its ongoing monitoring program. The NAD concluded that none of the testing proffered by Neutrogena supported Neutrogena's claims that "Rapid Wrinkle Repair substantially reduces or eliminates wrinkles in just one week." The NAD then recommended that Neutrogena modify its claim that the Products smooth wrinkles in just one week "to avoid conveying the unsupported message that wrinkles are substantially reduced or eliminated in one week."

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Red Law, LLP 00 Wilshire Blvd., Suite 950

	4.	According	ly, this	s is a	class	action	for	restitution	and	injunctive	relief	agains
Neutro	ogena	for false a	ind mis	leadin	ig adve	ertising	in v	iolation of	Busin	ness & Pr	ofessior	ns Code
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5. By letter dated February 15, 2012, Plaintiff advised Neutrogena of its false and misleading claims pursuant to California <u>Civil Code</u> Section 1782(a). However, Neutrogena never responded.

II.

JURISDICTION AND VENUE

- 6. This Court has jurisdiction over all causes of action asserted herein pursuant to the California Constitution, Article VI, § 10, because this case is a cause not given by statute to other trial courts. Plaintiff has standing to bring this action pursuant to <u>Business & Professions Code</u> § 17200, et seq.
- 7. Venue is proper in this Court because Plaintiff resides in Los Angeles County and purchased the Products in Los Angeles County. Neutrogena receives substantial compensation from sales in Los Angeles County, and Neutrogena made numerous misrepresentations which had a substantial effect in Los Angeles County, including, but not limited to, magazine, label, radio, television, point of purchase displays, and internet advertisements.
- 8. Upon information and belief, said misrepresentations originated and/or emanated from the State of California.
- 9. Neutrogena and other out-of-state participants can be brought before this Court pursuant to the provisions of Code of Civil Procedure § 395.5.

III.

PARTIES

10. Plaintiff is, and at all times relevant hereto was, an individual residing in Los Angeles County, California. Plaintiff purchased the Products in Los Angeles County. In doing

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Red Law, LLP 100 Wilshire Blvd., Suite 950 Santa Monica, CA 90401

so, Plaintiff relied upon advertising and other promotional material which were prepared and approved by Neutrogena and its agents and disseminated through national advertising media, containing the misrepresentations alleged herein and designed to encourage men and women seeking assistance in preventing and repairing wrinkles, fine lines, age spots, or other unsightly and/or embarrassing signs of aging to purchase the Products. Although Plaintiff used the Products as instructed, Plaintiff did not experience any of the advertised benefits, including "prevention" or "repair" of her wrinkles, fine lines, age spots, or other signs of aging whatsoever, let alone within one week, as a result of using the Products.

- 11. Neutrogena is a corporation organized under the laws of the State of Delaware and headquartered in Los Angeles, California. Neutrogena was established in 1930 to develop and commercialize cosmetic products. Neutrogena maintains its principal business office at 5760 W. 96th Street, Los Angeles, CA 90045. Neutrogena, directly and through its agents, has substantial contacts with and receives substantial benefits and income from and through the State of California. Neutrogena is the owner, manufacturer, and distributor of the Products, and is the company that created and/or authorized the false, misleading, and deceptive advertisements and/or packaging and labeling for the Products.
- 12. The true names and capacities, whether individual, corporate, associate, or otherwise of certain manufacturers, distributors, and/or their alter egos sued herein as DOES 1 through 100 inclusive are presently unknown to Plaintiff who therefore sues these individuals and/or entities by fictitious names. Plaintiff will seek leave of this Court to amend the Complaint to show their true names and capacities when the same have been ascertained. Plaintiff is informed and believes and based thereon alleges that DOES 1 through 100 were authorized to do and did business in Los Angeles County. Plaintiff is further informed and believes and based thereon alleges that DOES 1 through 100 were and/or are, in some manner or way, responsible for and liable to Plaintiff for the events, happenings, and damages hereinafter set forth below.
- Plaintiff is informed and believes, and based thereon alleges that at all times relevant herein each of these individuals and/or entities was the agent, servant, employee, subsidiary, affiliate, partner, assignee, successor-in-interest, alter ego, or other representative of each of the

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Red Law, LLP 100 Wilshire Blvd., Suite 950 Santa Monica, CA 90401 remaining defendants and was acting in such capacity in doing the things herein complained of and alleged.

- 14. In committing the wrongful acts alleged herein, Neutrogena planned and participated in and furthered a common scheme by means of false, misleading, deceptive, and fraudulent representations to induce members of the public to purchase the Products. Neutrogena participated in the making of such representations in that each did disseminate or cause to be disseminated said misrepresentations.
- 15. Neutrogena, upon becoming involved with the manufacture, advertising, and sale of the Products, knew or should have known that the claims about the Products and, in particular, the claims suggesting and/or outright stating that the Products could, in any way, cause the advertised benefits, were false, deceptive and misleading. Neutrogena affirmatively misrepresented the "benefits" of the Products in order to convince the public and the Products' users to purchase and use the Products, resulting in profits of millions of dollars or more to Neutrogena, all to the damage and detriment of the consuming public. Thus, in addition to the wrongful conduct herein alleged as giving rise to primary liability, Neutrogena further aided and abetted and knowingly assisted each other in breach of their respective duties and obligations as herein alleged.

IV.

CLASS ACTION ALLEGATIONS

- 16. Plaintiff brings this action on their own behalf and on behalf of all other persons similarly situated. The Classes which Plaintiff seeks to represent are:
 - a. All persons residing in the United States who purchased the Products for personal use and not for resale during the time period February 15, 2008, through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
 - b. All persons residing in the State of California who purchased the Products for personal use and not for resale during the time period February 15, 2008, through

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the present.	Exclude	d from the	he Class	are N	eutrogena's	officers,	directors,	anc
employees,	and any i	ndividual	who re	ceived	remuneration	on from	Neutrogena	ı ir
connection v	vith that in	dividual'	S USE OF E	ndorse	ment of the I	Producte		

- 17. The Class comprises many thousands of persons throughout the United States and California, the joinder of whom is impracticable, and the disposition of their claims in a Class Action will benefit the parties and the Court. The Class is sufficiently numerous because millions of units of the Products have been sold in the United States and State of California during the Class Period.
- 18. There is a well-defined community of interest in the questions of law and fact involved affecting the parties to be represented. The questions of law and fact common to the Class predominate over questions which may affect individual Class members. questions of law and fact include, but are not limited to, the following:
 - a. Whether Neutrogena possesses competent and reliable scientific evidence to support its label and advertising claims;
 - b. Whether Neutrogena's conduct is an unlawful business act or practice within the meaning of Business and Professions Code section 17200, et seq.;
 - c. Whether Neutrogena's conduct is a fraudulent business act or practice within the meaning of Business and Professions Code section 17200, et seq.;
 - d. Whether Neutrogena's advertising is untrue or misleading within the meaning of Business and Professions Code section 17500, et seq.;
 - e. Whether Neutrogena made false and misleading representations in their advertising and packaging of the Products;
 - f. Whether Neutrogena knew or should have known that the representations were false; and
 - g. Whether Neutrogena represented that the Products have characteristics, benefits, uses, or quantities which the Products do not have.

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	19.	Plaintiff's claims are typical of the claims of the Class, and Plaintiff will fairly and
dequat	ely r	epresent and protect the interests of the Class. Plaintiff has retained competent and

experienced counsel in class action and other complex litigation.

- 20. Plaintiff and the Class have suffered injury in fact and have lost money as a result of Neutrogena's false representations. Indeed, Plaintiff purchased the Products because of the claims by Neutrogena that the Products were "clinically proven" and capable of preventing and repairing wrinkles, fine lines, age spots, and other signs of aging within one week. Plaintiff relied on Neutrogena's representations and would not have purchased the Products if she had known that the advertising as described herein was false.
- 21. A class action is superior to other available methods for fair and efficient adjudication of this controversy. The expense and burden of individual litigation would make it impracticable or impossible for Class members to prosecute their claims individually.
- 22. The trial and litigation of Plaintiff's claims are manageable. Individual litigation of the legal and factual issues raised by Neutrogena's conduct would increase delay and expense to all parties and the court system. The class action device presents far fewer management difficulties and provides the benefits of a single, uniform adjudication, economies of scale, and comprehensive supervision by a single court.
- 23. Neutrogena has acted on grounds generally applicable to the entire Class, thereby making final injunctive relief and/or corresponding declaratory relief appropriate with respect to the Class as a whole. The prosecution of separate actions by individual Class members would create the risk of inconsistent or varying adjudications with respect to individual members of the Class that would establish incompatible standards of conduct for Neutrogena.
- 24. Absent a class action, Neutrogena will likely retain the benefits of their wrongdoing. Because of the small size of the individual Class members' claims, few, if any, Class members could afford to seek legal redress for the wrongs complained of herein. Absent a representative action, the Class members will continue to suffer losses and Neutrogena will be allowed to continue these violations of law and to retain the proceeds of their ill-gotten gains.

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FACTUAL BACKGROUND

- 25. It is well known that how a person ages is controlled by his or her genes. Intrinsic aging, also known as the natural aging process, is the key cause of wrinkle, fine lines, and other signs of aging. Intrinsic aging begins in the mid-20's and involves slowing in the production of collagen and elastin. Dead cells do not shed as quickly and turnover of new skin cells decreases.
- 26. Retinol is among the most common ingredients in creams and lotions that claim to cause a person to look younger. Research regarding the efficacy of such creams and lotions, however, remains incomplete and inconclusive. In fact, no reliable and consistent scientific studies "prove" the efficacy of retinol in preventing and repairing wrinkles, fine lines, age spots, or other signs of aging within one week.
- 27. Even if there existed well-settled, scientific substantiation that retinol-based topical applications like the Products can make a person look younger or prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week (there is not), the dosage of retinol in the Products is so negligible as to make it impossible to cause the advertised effect.
- 28. Despite this, Defendant markets and advertises the Products in a false and deceptive manner. Defendant does so through a uniform and consistent message that the Products can effectuate an impossible result, thereby tempting a vulnerable class of people with the hope of a quick fix or a way to avoid the embarrassing exterior effects of intrinsic aging. Defendant has disseminated this uniform message on the product labels and packaging, as well as through a broad range of media, including, by way of example and without limitation, print media, web site, point-of-purchase displays, and the like.
- 29. Defendants' advertising, including print, packaging, television and radio advertising, conveys a single, consistent false and misleading message to consumers: that the Products are "clinically proven" and can prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week.
- 30. The false and misleading representations concerning the advertising, marketing, and packaging of Neutrogena Rapid Wrinkle Repair SPF 30 include the following:

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2	"Rapid Wrinkle Repair;"
a.	"clinically proven;"
ь.	"visibly fade the look of stubborn wrinkles – including crow's feet, forehead & cheel
c.	
د	wrinkles;"
d.	"helps to smooth wrinkles fast and diminish the look of age spots;"
e.	"renews the look of skin throughout the day;" and
f.	"Skin is left feeling smooth and looking younger."
31.	The false and misleading representations concerning the advertising, marketing, and
•	f Neutrogena Rapid Wrinkle Repair Night include the following:
a.	"Rapid Wrinkle Repair;"
b.	"clinically proven;" "visible results in just one week."
c.	"Visible fede the look of stubborn uninkles with our feature Parinel formula
d.	"Visible fade the look of stubborn wrinkles with our fastest Retinol formula
	available! So effective, 100% of women tested had noticeable results in just one week;"
e. f.	"helps to smooth wrinkles fast and diminish the look of age spots;" "renews the look of skin throughout the day;" and
g.	"Skin is left feeling smooth and looking younger."
32.	The false and misleading representations concerning the advertising, marketing, and
	f Neutrogena Rapid Wrinkle Repair Serum include the following:
a.	"Rapid Wrinkle Repair;"
	"clinically proven;"
c.	"visible results in just one week;"
d.	"instantly smoothes skin and delivers visible results in just one week!;"
e.	"renews the look of skin throughout the day;"
f.	"smooth wrinkles fast and diminish the look of age spots;" and
g.	"Skin is left feeling smooth and looking younger."
33.	The false and misleading representations concerning the advertising, marketing, and
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packaging of Neutrogena Rapid Wrinkle Repair Eye include the following: 1 a. "Rapid Wrinkle Repair;" 2 b. "clinically proven;" 3 "visible results in just one week;" 4 d. "targets fine lines and crow's feet;" 5 "renews the look of skin throughout the day;" 6 "fade the look of stubborn crow's feet;" 7 "Brighten and even under eye area;" 8 "Smooth fine lines and texture;" 9 "Reduce the look of dark circles." 10 34. The false and misleading representations concerning the advertising, marketing, and 11 00 Wilshire Blvd., Suite 950 packaging of Neutrogena Healthy Skin Anti-Wrinkle Cream SPF 15 include the following: Santa Monica, CA 90401 12 Red Law, LLP a. "Anti-Wrinkle Cream;" 13 b. "clinically proven;" 14 c. "Visibly reduces appearance of fine lines, wrinkles[,] and age spots;" 15 d. "It's clinically proven to both treat and help prevent fine lines, wrinkles[,] and other 16 signs of aging;" 17 e. "even out skin tone;" and 18 f. "Fine lines, wrinkles[,] and other signs of aging are visibly reduced." 19 35. The false and misleading representations concerning the advertising, marketing, and 20 packaging of Neutrogena Healthy Skin Anti-Wrinkle Cream - Night include the following: 21 a. "Anti-Wrinkle Cream;" 22 b. "clinically proven;" 23 c. "Visibly reduces appearance of fine lines, wrinkles[,] and age spots;" and 24 25 d. "Softens and smoothes skin." 36. These claims (as well as others) about the Products are false and misleading. 26 Neutrogena cannot substantiate any of the claims about the Products, nor does it have a 27 reasonable scientific basis to make such assertions, and its claims of preventing and repairing 28

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Red Law, LLP 100 Wilshire Blvd., Suite 950 Santa Monica, CA 90401 15 16 wrinkles, fine lines, age spots, or other signs of aging within one week are false and misleading.

- 37. During the course of this deception, Neutrogena has sold millions of units of the Products based upon the false promises and misleading advertisements targeted at self-conscious men and women.
- 38. Plaintiff and the Class have suffered injury in fact and have lost money as a result of Neutrogena's false representations. Indeed, Plaintiff purchased the Products because of the claims by Neutrogena that the Products were "clinically proven" and capable of preventing and repairing wrinkles, fine lines, age spots, and other signs of aging within one week. Plaintiff would not have purchased the Products if she had known that the advertising as described herein was false.
- 39. Neutrogena's false and misleading statements should be enjoined in due to the lack of scientific and other evidence that supports Neutrogena's outrageous claims of being able to prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week. In addition, Neutrogena should be compelled to provide restitution and damages to those innocent consumers that Neutrogena duped into spending money on a product which, quite simply, is incapable of effectuating the advertised benefits.
- 40. Neutrogena is aware that, unless information is placed on the front of its packaging. the vast majority of consumers do not "discover" that information in a timeframe sufficient to make an "informed choice" about purchasing the Products.
- 41. Through its false and deceptive claims, Neutrogena has been successful in duping consumers into purchasing the Products and, in the process, making millions of dollars for Neutrogena.

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VI.

FIRST CAUSE OF ACTION

FALSE AND MISLEADING ADVERTISING IN VIOLATION OF BUSINESS & PROFESSIONS CODE § 17200, et seq.

(By Plaintiff against all Defendants)

- 42. Plaintiff repeats and realleges the allegations set forth above, and incorporate the same as if set forth herein at length.
- 43. This cause of action is brought pursuant to Business and Professions Code § 17200, et seq., on behalf of a Class consisting of all persons who purchased the Products in the United States for personal use and not for resale during the time period February 15, 2008 through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
- 44. In the alternative, this cause of action is brought pursuant to Business and Professions Code § 17200, et seq., on behalf of a Class consisting of all persons who purchased the Products in the State of California for personal use and not for resale during the time period February 15, 2008 through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
- 45. In the advertising of the Products, Neutrogena makes false and misleading statements regarding the benefits and the efficacy of the Products, particularly as the same applies to the purported ability to prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week.
- 46. Neutrogena does not have the requisite competent and reliable scientific evidence to support the claims about the Products made in Neutrogena's advertising, nor does Neutrogena have a reasonable basis to make the assertions it makes.
- 47. Neutrogena is aware that the claims that it makes about the Products are false, misleading, unsubstantiated, and unreasonable.



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	48.	As alleged in the preceding paragraphs, the misrepresentations by Neutrogena of the
nateria	l fact	is detailed above constitutes an unfair and fraudulent business practice within the
	~ ^6 C	California Business & Professions Code \$ 17700

NATIONWIDE LEGAL EXPRESS

- 49. In addition, Neutrogena's use of various forms of advertising media to advertise, call attention to, or give publicity to the sale of goods or merchandise that are not as represented in any manner constitutes unfair competition, unfair, deceptive, untrue or misleading advertising, and an unlawful business practice within the meaning of Business & Professions Code §§ 17200 and 17531, which advertisements have deceived and are likely to deceive the consuming public, in violation of Business & Professions Code § 17500.
- 50. There were reasonably available alternatives to further Neutrogena's legitimate business interests, other than the conduct described herein.
- 51. All of the conduct alleged herein occurs and continues to occur in Neutrogena's business. Neutrogena's wrongful conduct is part of a pattern or generalized course of conduct repeated on thousands of occasions daily.
- 52. Pursuant to Business & Professions Code §§ 17203 and 17535, Plaintiff and the members of the Class seek an order of this Court enjoining Neutrogena from continuing to engage, use, or employ their practice of advertising the sale and use of the Products. Likewise, Plaintiff and the members of the Class seek an order requiring Neutrogena to disclose such misrepresentations, and additionally request an order awarding Plaintiff restitution of the money wrongfully acquired by Neutrogena by means of responsibility attached to Neutrogena's failure to disclose the existence and significance of said misrepresentations.
- 53. Plaintiff and the Class have suffered injury in fact and have lost money as a result of Neutrogena's false representations. Indeed, Plaintiff purchased the Products because of the claims by Neutrogena that the Products were "clinically proven" and capable of preventing and repairing wrinkles, fine lines, age spots, and other signs of aging within one week. Plaintiff would not have purchased the Products if she had known that the claims and advertising as described herein were false.

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SECOND CAUSE OF ACTION

FALSE AND MISLEADING ADVERTISING IN VIOLATION OF BUSINESS &

PROFESSIONS CODE § 17500, et seq.

(By Plaintiff against all Defendants)

- 54. Plaintiff repeats and realleges the allegations set forth in the preceding paragraphs, and incorporates the same as if set forth herein at length.
- 55. This cause of action is brought pursuant to Business and Professions Code § 17200, et seq., on behalf of a Class consisting of all persons who purchased the Products in the State of California for personal use and not for resale during the time period February 15, 2008 through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
- 56. In the alternative, this cause of action is brought pursuant to Business and Professions Code § 17200, et seq., on behalf of a Class consisting of all persons who purchased the Products in the United States for personal use and not for resale during the time period February 15, 2008 through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
- 57. In their advertising of the Products, Neutrogena makes false and misleading statements regarding the benefits and the efficacy of the Products, particularly as the same applies to the prevention and repair of wrinkles, fine lines, age spots, or other signs of aging within one week, all as set forth above.
- 58. Neutrogena does not have any competent and reliable scientific evidence to support the claims about the Products made in Neutrogena's advertising, nor do they have a reasonable basis to make such claims.
- 59. Neutrogena is aware that the claims that they make about the Products are false, misleading, unsubstantiated, and unreasonable.



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60. As alleged in the preceding paragraphs, the misrepresentations by Neutrogena of the material facts detailed above constitutes an unfair and fraudulent business practice within the meaning of California Business & Professions Code § 17200.

NATIONWIDE LEGAL EXPRESS

- 61. In addition, Neutrogena's use of various forms of advertising media to advertise, call attention to or give publicity to the sale of goods or merchandise that are not as represented constitutes unfair competition, unfair, deceptive, untrue or misleading advertising, and an unlawful business practice within the meaning of Business & Professions Code §§ 17200 and 17531, which advertisements have deceived and are likely to deceive the consuming public, in violation of Business & Professions Code § 17500.
- 62. Pursuant to Business & Professions Code §§ 17203 and 17535, Plaintiff and the members of the Class seek an order of this Court enjoining Neutrogena from continuing to engage, use, or employ their practice of advertising the sale and use of the Products. Likewise, Plaintiff and the members of the Class seek an order requiring Neutrogena to disclose such misrepresentations, and additionally request an order awarding Plaintiff restitution of the money wrongfully acquired by Neutrogena by means of responsibility attached to Neutrogena's failure to disclose the existence and significance of said misrepresentations.
- 63. Plaintiff and the Class have suffered injury in fact and have lost money as a result of Neutrogena's false representations. Indeed, Plaintiff purchased the Products because of the claims by Neutrogena that the Products were "clinically proven" and capable of preventing and repairing wrinkles, fine lines, age spots, or other signs of aging within one week. Plaintiff would not have purchased the Products if she had known that the advertising as described herein was false.

VIII.

THIRD CAUSE OF ACTION

VIOLATION OF CALIFORNIA CIVIL CODE § 1750, et sea.

(By Plaintiff against all Defendants)

64. Plaintiff repeats and realleges the all allegations of the previous paragraphs, and

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Red Law, LLP 100 Wilshire Blvd., Suite 950 Santa Monica, CA 90401 incorporates the same as if set forth herein at length.

- 65. This cause of action is brought pursuant to Civil Code § 1750, et seq., the Consumers Legal Remedies Act ("CLRA"), on behalf of a Class consisting of all persons who purchased the Products in the United States for personal use and not for resale during the time period February 15, 2008, through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
- 66. In the alternative, this cause of action is brought pursuant to the CLRA on behalf of a Class consisting of all persons who purchased the Products in the State of California for personal use and not for resale during the time period February 15, 2008, through the present. Excluded from the Class are Neutrogena's officers, directors, and employees, and any individual who received remuneration from Neutrogena in connection with that individual's use or endorsement of the Products.
 - 67. The Class consists of thousands of persons, the joinder of whom is impracticable.
- 68. There are questions of law and fact common to the class, which questions are substantially similar and predominate over questions affecting the individual members, including but not limited to: (a) Whether Neutrogena represented that the Products have characteristics, benefits, uses or quantities which they do not have; (b) Whether the existence, extent and significance of the major misrepresentations regarding the purported benefits, characteristics and efficacy of the Products violate the Act; and (c) Whether Neutrogena knew of the existence of these misrepresentations.
- 69. The policies, acts, and practices heretofore described were intended to result in the sale of the Products to the consuming public, particularly men and women with unsightly and embarrassing skin conditions, and violated and continue to violate § 1770(a)(5) of the CLRA by representing that the Products have characteristics, benefits, uses, or quantities which they do not have.
- 70. Neutrogena fraudulently deceived Plaintiff and the Class by representing that the Products have certain characteristics, benefits, uses, and quantities which they do not have (i.e.,

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the Products can prevent or repair wrinkles, fine lines, age spots, or other signs of aging within
one week). In doing so, Neutrogena intentionally misrepresented and concealed material facts
from Plaintiff and the Class, specifically, that the Products cannot prevent or repair wrinkles, fine
lines, age spots, or other signs of aging within one week. Said misrepresentations and
concealment were done with the intention of deceiving Plaintiff and the Class and depriving them
of their legal rights and money.

- 71. Neutrogena knew that the Products are not "clinically proven" and do not cause and/or assist consumers with preventing or repairing wrinkles, fine lines, age spots, or other signs of aging within one week as represented in Neutrogena's advertisements and on Neutrogena's packaging.
- 72. Neutrogena's actions as described hereinabove were done with conscious disregard of Plaintiff's rights and Neutrogena was wanton and malicious in its concealment of the same.
- 73. Plaintiff and the Class have suffered injury in fact and have lost money as a result of Neutrogena's false representations.

IX.

FOURTH CAUSE OF ACTION

BREACH OF EXPRESS WARRANTY

(By Plaintiff against all Defendants)

- 74. Plaintiff repeats and realleges the all allegations of the previous paragraphs, and incorporates the same as if set forth herein at length.
- 75. Neutrogena expressly warranted on each and every box of the Products that said Products are "clinically proven" to prevent and repair wrinkles, fine lines, age spots, or other signs of aging within one week, all as set forth above. Neutrogena's claims constitute an affirmation of fact that became part of the basis of the bargain and created an express warranty that the goods would conform to the stated promise. Plaintiff placed importance on Neutrogena's claims.
 - 76. All conditions precedent to Neutrogena's liability under this contract have been

1 performed by Plaintiff and the Class. 2 77. Neutrogena breached the terms of this contract, including the express warranties, with Plaintiff and the Class by not providing Products that can perform as advertised. 3 78. As a result of Neutrogena's breach of its contract, Plaintiff and the Class have been 4 5 damaged in the amount of the price of the Products they purchased. 6 7 X. 8 PRAYER FOR RELIEF 9 WHEREFORE, Plaintiff, on behalf of herself and on behalf of the members of the Class defined herein, prays for judgment and relief on all Causes of Action as follows: 10 11 An order certifying that the action may be maintained as a Class Action; A. 00 Wilshire Blvd., Suite 950 Santa Monica, CA 90401 12 An order enjoining Neutrogena from pursuing the policies, acts, and practices B. Red Law, LLP 13 complained of herein and requiring Neutrogena to pay restitution to Plaintiff and all 14 members of the Class: 15 C. Actual damages: 16 D. Punitive damages: 17 E. For pre-judgment interest from the date of filing this suit; 18 F. Reasonable attorney fees; 19 Costs of this suit; and G. Such other and further relief as the Court may deem necessary or appropriate. 20 H. 21 22 23 DATED: April 24, 2012 RED LAW, LLP 24 25 26 Ryan J. Clarkson Edward D. Dubendorf 27 Attorneys for Plaintiff and the Proposed 28 Plaintiff Class CLASS ACTION COMPLAINT

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	1	JURY TRIAL DEMANDED
	2	Plaintiff demands a jury trial on all triable issues.
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	6	DATED: April 24, 2012 RED LAW, LLP
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	8	The state of the s
	9	Ryan J. Clarkson
	10	Edward D. Dubendorf
•	11	Attorneys for Plaintiff and the Proposed Plaintiff Class
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	***************************************	CLASS ACTION COMPLAINT

NATIONWIDE LEGAL EXPRESS

1 Ryan J. Clarkson, State Bar No. 257074 rclarkson@redlawllp.com CONFORMED COPY
ORIGINAL FILED
SUPPERIOR COUNTY OF LOS ANGELES 2 Edward D. Dubendorf, State Bar No. 275456 edubendorf@redlawllp.com 3 RED LAW, LLP 100 Wilshire Blvd., Suite 950 APR 24 2012 4 Santa Monica, CA 90401 John A Clarke Executive Officer/Clerk Tel: (310) 917-1070 5 Fax: (310) 917-1001 6 Attorneys for Plaintiff Mara Chow and the Plaintiff Class 7 8 9 SUPERIOR COURT FOR THE STATE OF CALIFORNIA 10 COUNTY OF LOS ANGELES 11 BC483371 100 Wilshire Blvd., Suite 950 12 Santa Monica, CA 90401 MARA CHOW, individually and on behalf of all) Case No. others similarly situated, 13 **CLASS ACTION** Plaintiff, 14 DECLARATION OF RYAN J. CLARKSON RE VENUE PURSUANT TO CAL. CIV. vs. 15 CODE § 1780(d) NEUTROGENA CORP., a Delaware 16 Corporation; and DOES 1 through 100, inclusive. 17 Defendants. 18 19 20 21 22 23 24 25 26 27 28 DECLARATION OF RYAN J. CLARKSON RE VENUE



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	I,	Ryan	J.	Clarkson,	do	hereby	declare	as	follows
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- I am a partner at Red Law, LLP, counsel of record for Plaintiff Mara Chow and the putative Plaintiff Class, and am licensed to practice in all courts within the State of California. I have personal knowledge of the facts stated herein, and if called to testify as a witness, I could and would competently testify to them.
- This Court is proper for trial of this action because Defendants are doing business in 2. Los Angeles County, California and the transaction at issue and the subject matter of the abovecaptioned action occurred in Los Angeles County.

I declare and state under penalty of perjury that the foregoing is true and correct. Executed on April 24, 2012 at Santa Monica, California.

RED LAW, LLP

Ryan/J. Clarkson, Esq.

Attorneys for Plaintiff and the

Plaintiff Class

SUPERIOR COURT OF CALIFORNIA. COUNTY OF LOS ANGELES ALTERNATIVE DISPUTE RESOLUTION (ADR) INFORMATION

For additional ADR information and forms visit the Court ADR web application at www.lasuperiorcourt.org (click on ADR),

The plaintif/petitioner shall serve a copy of this form on each defendant/respondent along with the complaint (ClvII only).

What is ADR:

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Alternative Dispute Resolution (ADR) is the term used to describe all the other options available for settling a dispute which once had to be settled in court. ADR processes, such as arbitration, mediation, neutral evaluation, and settlement conference are less formal than a court process and provide opportunities for parties to reach an agreement using a problem-solving approach.

There are many different kinds of ADR. All of them utilize a "neutral", an impartial person, to decide the case or help the parties reach an agreement.

Arbitration:

In arbitration, a neutral person called an "arbitrator" hears arguments and evidence from each side and then decides the outcome of the dispute. Arbitration is less formal than a trial, and the rules of evidence are often relaxed. Arbitration may be either "binding" or "nonbinding." Binding arbitration means that the parties waive their right to a trial and agree to accept the arbitrator's decision as final. Nonbinding arbitration means that the parties are free to request a trial if they do not accept the arbitrator's decision.

Cases for Which Arbitration May Be Appropriate

Arbitration is best for cases where the parties want another person to decide the outcome of their dispute for them but would like to avoid the formality, time, and expense of a trial. It may also be appropriate for complex matters where the parties want a decisionmaker who has training or experience in the subject matter of the dispute.

Cases for Which Arbitration May Not Be Appropriate

If parties want to retain control over how their dispute is resolved, arbitration, particularly binding arbitration, is not appropriate. In binding arbitration, the parties generally cannot appeal the arbitrator's award, even if it is not supported by the evidence or the law. Even in nonbinding arbitration, if a party requests a trial and does not receive a more favorable result at trial than in arbitration, there may be penalties.

In mediation, a neutral person called a "mediator" helps the parties try to reach a mutually acceptable resolution of the dispute. The mediator does not decide the dispute but helps the parties communicate so they can try to settle the dispute themselves. Mediation leaves control of the outcome with the parties.

Cases for Which Mediation May Be Appropriate

Mediation may be particularly useful when parties have a dispute between or among family members, neighbors, or business partners. Mediation is also effective when emotions are getting in the way of resolution. An effective mediator can hear the parties out and help them communicate with each other in an effective and nondestructive manner.

Cases for Which Mediation May Not Be Appropriate

Mediation may not be effective if one of the parties is unwilling to cooperate or compromise. Mediation also may not be effective if one of the parties has a significant advantage in power over the other. Therefore, it may not be a good choice if the parties have a history of abuse or victimization.

In neutral evaluation, each party gets a chance to present the case to a neutral person called an "evaluator." The evaluator then gives an opinion on the strengths and weaknesses of each party's evidence and arguments and about how the dispute could be resolved. The evaluator is often an expert in the subject matter of the dispute. Although the evaluator's opinion is not binding, the parties typically use it as a basis for trying to negotiate a resolution of the dispute.

Cases for Which Neutral Evaluation May Be Appropriate

Neutral evaluation may be most appropriate in cases in which there are technical issues that require special expertise to resolve or the only significant issue in the case is the amount of damages.

Cases for Which Neutral Evaluation May Not Be Appropriate

Neutral evaluation may not be appropriate when there are significant personal or emotional barriers to resolving the dispute.

A settlement conference may be either mandatory or voluntary. In both types of settlement conferences, the parties and their attorneys meet with a judge or a neutral person called a "settlement officer" to discuss possible settlement of their dispute. The judge or settlement officer does not make a decision in the case but assists the parties in evaluating the strengths and weaknesses of the case and in negotiating a settlement. Settlement conferences are appropriate in any case where settlement is an option. Mandatory settlement conferences are often held close to the date a case is set for trial.

LAADR 005 (Rev. 91-12) LASC Adopted 10-03 For Mandatory Use

ALTERNATIVE DISPUTE RESOLUTION (ADR) INFORMATION

Cal. Rules of Court, rule 3.221



COURT ADR PROGRAMS

CIVIL:

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- Arbitration (non-binding) (Code Civ. Proc. §§ 1141.10-1141.31, Cal. Rules of Court, rules 3.810-3.830, and Local Rules, rule 3.252 et
- Mediation (Code Civ. Proc. §§ 1775-1775.15, Cal. Rules of Court, rules 3.850-3.860, 3.865-3.872 and 3.890-3.898, Evid. Code §§ 1115-1128, and Local Rules, rule 3.252 et seq.)
 - o Civil Harassment Mediation
 - o Eminent Domain Mediation (Code Civ. Proc. §1250.420)
 - o Small Claims Mediation
- Neutral Evaluation (Local Rules, rule 3.252 et seq.)
- Settlement Conference
 - o Voluntary Settlement Conference (Local Rules, rule 3.252 et seq.)
 - o Retired Judge Settlement Conference

FAMILY (non-custody):

- Arbitration (non-binding) (Fam. Code § 2554 and Local Rules, rule 5.18)
- . Mediation (Local Rules, rule 5.18)
- · Settlement Conference
 - o Forensic Certified Public Accountant (CPA)
 - o Spanish Speaking Settlement Conference

PROBATE:

- Mediation
- Settlement Conference

NEUTRAL SELECTION

Parties may select an arbitrator, mediator, or evaluator from the Party Select Panel or may hire someone privately, at their discretion. If the parties utilize the Random Select Panel, the ADR staff will assign on a random basis the name of one neutral who meets the case criteria entered on the court's website.

COURT ADR PANELS

Party Select

Panel

The Party Select Panel consists of arbitrators, mediators, and evaluators who have achieved a specified level of experience in court-annexed cases. The parties (collectively) are charged \$150,00 per hour for the first three hours of hearing time. Thereafter, parties may stipulate in writing for additional hearing time at the rate established by the neutral.

Panel

Random Select. The Random Select Panel consists of trained arbitrators, mediators, evaluators, and settlement officers who make themselves available pro bono as a way of supporting the judicial system. It is the policy of the Court that Random Select Panel neutrals provide three hours hearing time per case on a pro bono basis. Thereafter, parties may stipulate in writing for additional hearing time at the rate established by the neutral.

ADR ASSISTANCE

For assistance regarding ADR, please contact the ADR clerk at the courthouse in which your case was filed.

COURTHOUSE	ADDRESS	ROOM	CITY	PHONE	FAX	EMAIL,
Antonovich	42011 4th St. West	ist Fl.	Lancaster, CA 93534	561-974-7275	661-945-8173	AntelopeADR@lasuperiorcourt.org
Chateworth	9425 Penfield Ave.	3100	Chataworth, CA 91311	818-576-8565	818-576-8733	ChatsworthADR@lasuperiorcourt.org
Compton	200 W. Compton Blvd.	1002	Compton, CA 90220	310-603-3072	310-223-0337	ComplanADR@lesuperiorcourt.org
Glendale	600 E. Broadway	273	Glendale, CA 91208	818-500-3160	818-548-5470	GiendelaADR@lesuperiorcourt.org
Long Beach	415 W. Ocean Blvd.	316	Long Beach, CA 90802	562-491-6272	562-437-3802	LongBeachADR@lasuperiorcourt.org
Norwalk	12720 Norwalk Blvd.	308	Norwalk, CA 90650	562-807-7243	562-462-9019	NorwalkADR@lasuperiorcourt.org
Pasadena	300 E. Walnut St.	109	Pasadena, CA 91101	528-358-5685	626-666-1774	PasadanaADR@lasuperiorcourt.org
Pomone	400 Civic Center Pleza	106	Pomona, CA 91786	909-620-3183	909-629-6283	PomonsADR@lasuperiorcourt.org
San Pedro	505 S. Centre St.	209	San Pedre, CA 90731	310-519-6151	310-514-0314	SanPedroADR@lasuperiorcourt.org
Santa Monica	1725 Mein St.	203	Santa Monica, CA 90401	310-260-1829	310-319-6130	SantaMonicaADR@lesuperiorcourt.org
Stanley Mosk	111 M. HM St	113	Los Angeles, CA 90012	213-974-5425	213-633-8115	CentralADR@lasuperiorcourt.org
Тоггалов	825 Maple Ave.	100	Torrance, CA 90503	310-222-1701	310-782-7326	YorranceADR@lesuperiorcourt.org
Van Muys	6230 Sylmar Ave.	418	Van Nuys, CA 91401	818-374-2337	818-902-2440	VanNuysADR@tasuperiorcourt.org

LAADR 005 (Rev. 01-12) LASC Adopted 10-03 For Mandatory Use

ALTERNATIVE DISPUTE RESOLUTION (ADR) INFORMATION

Call Rules of Court, rule 3,221

Page 2 of 2

POS-010

31

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NATIONWIDE LEGAL EXPRESS

	7
ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State But number, and address): Ryan J. Clarkson (SBN 257074) and Edward D. Dubendorf (SBN 275456)	FOR COURT USE ONLY
Red Law, LLP	
100 Wilshire Blvd., Suite 950	
Santa Monica, California 90401 TELEPHONE NO. (310) 917-1070 FAX NO. (Opponial): (310) 917-1001	
E-MAIL ADDRESS (Optional: rclarkson@redlawllp.com; edubendorf@redlawllp.com	
ATTORNEY FOR (Mane). Mara Chow	
SUPERIOR COURT OF CALIFORNIA, COUNTY OF Los Angeles STREET ADDRESS: 111 N. Hill Street	
MAILING ADDRESS:	
CITY AND ZIP CODE: Los Angeles, 90012	
BRANCH NAME: Stanley Mosk Courthouse	
PLAINTIFF/PETITIONER: Mara Chow	CASE NUMBER
DEFENDANT/RESPONDENT: Neutrogena Corp.	
	Rel, No. or File No.:
PROOF OF SERVICE OF SUMMONS	
,	<u> </u>
(Separate proof of service is required for each party se	rved.)
1. At the time of service I was at least 18 years of age and not a party to this action.	
2. I served copies of:	
a. 🗸 summons	
b. 🗸 complaint	
d. Civil Case Cover Sheet (served in complex cases only)	
e. cross-complaint	
f. other (specify documents): Civil Case Cover Sheet Addendum	
3. a. Party served (specify name of party as shown on documents served):	
Neutrogena Corp.	
reduogena corp.	
b. Person (other than the party in item 3a) served on behalf of an entity or as an under item 5b on whom substituted service was made) (specify name and release)	authorized agent (and not a person ationship to the party named in item 3a):
CT Corporation System	
4. Address where the party was served:	
818 W. Seventh St., Los Angeles, CA 90017	
5. I served the party (check proper box)	
a. by personal service. I personally delivered the documents listed in item 2	to the party or person authorized to
receive service of process for the party (1) on (date):	(2) at (time):
b. by substituted service. On (date): at (time):	left the documents listed in item 2 with or
in the presence of (name and title or relationship to person indicated in item	
•	

(3) (physical address unknown) a person at least 18 years of age apparently in charge at the usual mailing address of the person to be served, other than a United States Postal Service post office box. I informed him or her of the general nature of the papers.
 (4) I thereafter mailed (by first-class, postage prepaid) copies of the documents to the person to be served at the place where the copies were left (Code Civ. Proc., § 415.20). I mailed the documents on (date): from (city): or a declaration of mailing is attached.
 (5) I attach a declaration of diligence stating actions taken first to attempt personal service.

(1) (business) a person at least 18 years of age apparently in charge at the office or usual place of business of the person to be served. I informed him or her of the general nature of the papers.

(2) (home) a competent member of the household (at least 18 years of age) at the dwelling house or usual place of abode of the party. I informed him or her of the general nature of the papers.

Page 1 of 2 Code of Coré Procedure, § 417,10 00/00/2012 13:17:27 FAX 2132499990 NATIONWIDE LEGAL EXPRESS

A Commence of the Commence of

PLAINTIFF/PETITIONER: Mara Chow		CASE HUMBER:	
DEFENDANT/RESPONDENT: Neutrogena Corp.			
DEFENDANT/RESPONDENT: Neutrogella Corp.			
5. c. by mail and acknowledgment of receipt of service. I address shown in item 4, by first-class mail, postage pre		is listed in item 2 to the party, to the	8
(1) on (date):	(2) from (city):		
(3) with two copies of the Notice and Acknowledge to me. (Attach completed Notice and Acknowledge to an address outside California with return n	vledgement of Receip	ot.) (Code Civ. Proc., § 415.30.)	idr essed
d. by other means (specify means of service and authorize	zing code section):		
•			
Additional page describing service is attached.			
 The "Notice to the Person Served" (on the summons) was complete a. as an individual defendant. 	ed as follows:		
 a. as an individual detendant. b. as the person sued under the fictitious name of (specify) 	<i>i</i>):		
c. as occupant.			
d. On behalf of (specify): Neutrogena Corp. under the following Code of Civil Procedure section:			
416.10 (corporation)	415.95 (busine	ess organization, form unknown)	
416.20 (defunct corporation)	416.60 (minor	· · · · · · · · · · · · · · · · · · ·	
416.30 (joint stock company/association)	416.70 (ward	or conservatee)	
416.40 (association or partnership)	416.90 (author	rized person)	
416.50 (public entity)	415.46 (occup	ant)	
7. Person who served papers	oner:		
a. Name:			
b. Address:			
c. Telephone number: d. The fee for service was: \$			
e. !am:			
(1) not a registered California process server.			
(2) exempt from registration under Business and Profe	ssions Code section	22350(b).	
(3) a registered California process server:			
(i) owner employee indeper (ii) Registration No.:	ndent contractor.		
(iii) County:	•		
8. I declare under penalty of perjury under the laws of the Sta	ite of California that I	he forecoing is true and correct	
o i declare under penalty or perjury under the laws of the old	ne di Cembille viet i	in in againg is a do sine soil soil	
Of	fainnainn in turn and	oneraett.	
9. I am a California sheriff or marshal and I certify that the	ickeyoniy is true and	COST COM	
Date:			
	•		
(NAME OF PERSON WHO SERVED PAPERSISHERIFF OR MARSHAL)		(SIGNATURE)	
V			
POS-016 (Rev. January 1, 2007)	E OE GIIMMONG		Page 2 of

PROOF OF SERVICE OF SUMMONS



SHORT TITLE:	CASE HUMBER	DC 499971
Chow v. Neutrogena Corp., et al.		BC483371

CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION (CERTIFICATE OF GROUNDS FOR ASSIGNMENT TO COURTHOUSE LOCATION)

This f	orm is req	uired pur	suant to LASC Lo	cal Rule 2.0 in a	all new c	ivil case filings in the Los An	geles Superior Court.
Item I.	Check the t	ypes of h	earing and fill in th	e estimated lengt	th of hear	ing expected for this case:	
JURY	TRIAL?	YES CL	SS ACTION? YES	LIMITED CASE?	YES	TIME ESTIMATED FOR TRIAL 21	☐ HOURS/ Ø DAYS
Item II.	Select the	correct dis	strict and courthous	se location (4 ste	ps - If yo	u checked "Limited Case", skip	to Item III, Pg. 4):
Step 1	1: After first	completi	ng the Civil Case (Cover Sheet Form	n, find the	main civil case cover sheet he	ading for your case in

Step 2: Check one Superior Court type of action in Column B below which best describes the nature of this case.

the left margin below, and, to the right in Column A, the Civil Case Cover Sheet case type you selected.

Step 3: In Column C, circle the reason for the court location choice that applies to the type of action you have checked. For any exception to the court location, see Los Angeles Superior Court Local Rule 2.0.

Applicable Reasons for Choosing Courthouse Location (see Column C below)

- Class Actions must be filed in the County Courthouse, Central District, May be filed in Central (Other county, or no Bodily Injury/Property Damage), Location where cause of action across. Location where bodily injury, death or damage occurred, Location where performance required or defendant resides.

- Location of property or permanenty garaged vehicle,
 Location where petitioner resides.
 Location wherein defendant/respondent functions wholly.
 Location where one or more of the parties reside.
 Location of Labor Commissioner Office.

Step 4: Fill in the information requested on page 4 in Item III; complete Item IV. Sign the declaration.

Α	В	С
Civil Case Cover Sheet Category No.	Type of Action (Check only one)	Applicable Reasons - See Step 3 Above
Auto (22)	☐ A7100 Motor Vehicle - Personal Injury/Property Damage/Wrongful Death	1., 2., 4.
Uninsured Motorist (46)	A7110 Personal Injury/Property Damage/Wrongful Death – Uninsured Motorist	1., 2., 4.
	☐ A6070 Asbestos Property Damage	2.
Asbestos (04)	A7221 Asbestos - Personal Injury/Wrongful Death	2.
Product Liability (24)	☐ A7260 Product Liability (not asbestos or toxic/environmental)	1., 2., 3., 4., 8.
Medical Malpractice (45)	☐ A7210 Medical Malpractice - Physicians & Surgeons	1., 2., 4.
model model and (40)	☐ A7240 Other Professional Health Care Malpractice	1., 2., 4,
Other Personal Injury	A7250 Premises Liability (e.g., slip and fall) A7230 Intertional Bodity Injury/Property Damage/Wrongful Death (e.g., assault, vandalism, etc.)	1., 2., 4.
Property Damage Wrongful Death (23)	A7270 Intentional Infliction of Emotional Distress	1., 2., 4. 1., 2., 3.
	☐ A7220 Other Personal Injury/Property Damage/Wrongful Death	1., 2., 4.
Business Tort (07)	☑ A6029 Other Commercial/Business Tort (not fraud/breach of contract)	OO.0
Civil Rights (08)	☐ A6005 Civil Rights/Discrimination	1., 2., 3.
Defamation (13)	☐ A6010 Defamation (slander/libel)	1., 2., 3.
Fraud (16)	☐ A6013 Fraud (no contract)	1., 2., 3.

Damage/Wrongful Death Tort Non-Personal Injury/Property

Auto Tort

Other Personal Injury/Property Damage/Wrongful Death Tort

> LACIV 109 (Rev. 01/07) LASC Approved 03-04

CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

LASC, rule 2.0

Page 1 of 4



	٠٠,٦
Non-Personal Injury/Property Damage/	
Employment	
Contract	
Real Property	
dicial Review Unlawful Detainer	
Ä	*********

SHORT TITLE	CASE HUMBER
Chow v. Neutrogena Corp., et al.	

A Civil Case Cover Sheet Category No.	Type of Action (Check only one)	C Applicable Reasons -See Step 3 Above
Professional Negligence (25)	☐ A6017 Legal Malpractice ☐ A6050 Other Professional Malpractice (not medical or legal)	1., 2., 3, 1., 2., 3.
Other (35)	☐ A6025 Other Non-Personal Injury/Property Damage tort	23.
Wrongful Termination (36)	☐ A6037 Wrongful Termination	1., 2., 3.
Other Employment (15)	☐ A6024 Other Employment Complaint Case ☐ A6109 Labor Commissioner Appeals.	1., 2., 3.
Breach of Contract/ Warranty (06) (not insurance)	A6004 Breach of Rental/Lease Contract (not Unlawful Detainer or wrongful eviction) A6008. Contract/Warranty Breach -Seiler Plaintiff (no fraud/negligence) A6019. Negligent Breach of Contract/Warranty (no fraud) A6028. Other Breach of Contract/Warranty (not fraud or negligence)	2 5. 2 5. 1., 2., 5.
Collections (09)	☐ A6002 Collections Case-Seller Plaintiff ☐ A6012 Other Promissory Note/Collections Case	2., 5., 6. 2., 5.
Insurance Coverage (18)	☐ A6015 Insurance Coverage (not complex)	1., 2., 5., 8.
Other Contract (37)	□ A6009 Contractual Fraud □ A6031 Tortious Interference □ A6027 Other Contract Dispute(not breach/insurance/fraud/negligence)	1., 2., 3., 5. 1., 2., 3., 5. 1., 2., 3., 8.
Eminent Domain/Inverse Condemnation (14)	A7300 Eminent Domain/Condemnation Number of parcels	2.
Wrongful Eviction (33)	☐ A6023 Wrongful Eviction Case	2., 6.
Other Real Property (26)	□ A6018 Mortgage Foreclosure □ A6032 Quiet Title □ A6060 Other Real Property (not eminent domain, landlord/tenant, foreclosure)	2., 6. 2., 6. 2., 6.
Unlawful Detainer- Commercial (31)	☐ A6021 Unlawful Detainer-Commercial (not drugs or wrongful eviction)	2., 6.
Unlawful Detainer- Residential (32)	A6020 Unlawful Detainer-Residential (not drugs or wrongful eviction)	2., 6.
Unlawful Detainer- Orugs (38)	A6022 Unlawful Detainer-Drugs	2., 6.
Asset Forfeiture (05) Petition re Arbitration	☐ A6108 Asset Forfeiture Case	2 6.
(11)	☐ A6115 Petition to Compel/Confirm/Vacate Arbitration	2., 5.

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CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

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Judicial Review (Cont'd.)

Provisionally Complex

Enforcement of Judgment

Miscellaneous Civil Complaints

Miscellaneous Civil Petitions

SHORT TITLE:	CASE MUMBER
Chow v. Neutrogena Corp., et al.	

	8	C
A Civil Case Cover Sheet Category No.	Type of Action (Check only one)	Applicable Reasons - See Step 3 Above
	☐ A6151 Writ - Administrative Mandamus	2., 8.
Writ of Mandate	☐ A6152 Writ - Mandamus on Limited Court Case Matter	2.
(02)	☐ A6153 Writ - Other Limited Court Case Review	2.
Other Judicial Review (39)	☐ A6150 Other Writ /Judicial Review	2., 8.
Antitrust/Trade Regulation (03)	☐ A6003 Antitrust/Trade Regulation	1., 2., 8.
Construction Defect (10)	☐ A6007 Construction defect	1., 2., 3.
Claims Involving Mass Tort (40)	☐ A6006 Claims Involving Mass Tort	1., 2., 8.
Securities Litigation (28)	☐ A6035 Securities Litigation Case	1., 2., 8:
Toxic Tort Environmental (30)	☐ A8036 Toxic Tort/Environmental	1., 2., 3., 8.
Insurance Coverage Claims from Complex Case (41)	☐ A6014 Insurance Coverage/Subrogation (complex case only)	1., 2., 5., 8.
	☐ A6141 Sister State Judgment	2., 9.
Enforcement	☐ A6160 Abstract of Judgment	2., 6.
of Judgment	☐ A6107 Confession of Judgment (non-domestic relations)	2., 9.
(20)	☐ A6140 Administrative Agency Award (not unpaid taxes)	2 8.
	☐ A6114 Petition/Certificate for Entry of Judgment on Unpaid Tax	
	☐ A8112 Other Enforcement of Judgment Case	2., 8. 2., 8., 9.
RICO (27)	☐ A6033 Racketsering (RICO) Case	1., 2., 8.
	☐ A6030 Declaratory Ratlef Only	1., 2., 8.
Other Complaints (Not Specified Above)	☐ A6040 Injunctive Relief Only (not domestic/harassment)	2., 8.
	☐ A6011 Other Commercial Complaint Case (non-tort/non-complex)	1., 2., 8.
(42)	☐ A6000 Other Civil Complaint (non-tort/non-complex)	1., 2., 8.
Partnership Corporation Governance(21)	☐ A6113 Partnership and Corporate Governance Case	2., 8.
	☐ A6121 Civil Harassment	2., 3., 9.
	☐ A5123 Workplace Harassment	2., 3., 9.
W. Branch	☐ A6124 Elder/Dependent Adult Abuse Case	2., 3., 9.
Other Petitions (Not Specified Above)	☐ A8190 Election Contest	
	☐ A&110 Petition for Change of Name	2.
(43)	A8170 Petition for Relief from Late Claim Law	2., 7.
	☐ A6100 Other Civil Petition	2., 3., 4., 8.
		2., 9.

LACIV 109 (Rev. 01/07) LASC Approved 03-04 CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

LASC, rule 2.0 Page 3 of 4



42 1 14 1

SHORT TITLE:	CASE NUMBER
Chow v. Neutrogena Corp., et al.	

Item III. Statement of Location: Enter the address of the accident, party's residence or place of business, performance, or other circumstance indicated in Item II., Step 3 on Page 1, as the proper reason for filing in the court location you selected.

REASON: CHECK THE NU WHICH APPLIES			ADDRESS: 1128 Ocean Park Blvd. #107
☑1. ☑2. ☑3. □4. □5. □6. □7. □8. □9. □10.		. □9. □10.	
CITY: Santa Monica	STATE: CA	ZIP CODE: 90405	

Item IV. Declaration of As	signment: I declare under penalty of perjury under the laws of the State of California that the foregoing is
true and correct and that t	the above-entitled matter is properly filed for assignment to the Stanley Mosk counthouse in the
Central	District of the Los Angeles Superior Court. (Code Civ. Proc., § 392 et seq., and LASC Local Rule 2.0,
subds. (b), (c) and (d)).	,,

Dated: April 24, 2012

PLEASE HAVE THE FOLLOWING ITEMS COMPLETED AND READY TO BE FILED IN ORDER TO PROPERLY COMMENCE YOUR NEW COURT CASE:

- 1. Original Complaint or Petition.
- 2. If filing a Complaint, a completed Summons form for issuance by the Clerk.
- 3. Civil Case Cover Sheet form CM-010.
- 4. Complete Addendum to Civil Case Cover Sheet form LACIV 109 (Rev. 01/07), LASC Approved 03-04.
- 5. Payment in full of the filing fee, unless fees have been waived.
- Signed order appointing the Guardian ad Litem, JC form FL-935, if the plaintiff or petitioner is a minor under 18 years of age, or if required by Court.
- Additional copies of documents to be conformed by the Clerk. Copies of the cover sheet and this addendum must be served along with the summons and complaint, or other initiating pleading in the case.

LACIV 109 (Rev. 01/07) LASC Approved 03-04 CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

LASC, rule 2.0 Page 4 of 4

ORNEYFILING PARTY



ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, state of	Charles Annual Control	CM-01	
Nyali J. Clark300 (3DN 23/0/4) and Fdw:	ard D. Dubendorf (SBN 275456)	FOR COURT USE ONLY	
ACG CAW, CLF	(327,3430)	0.00	
100 Wilshire Blvd., Suite 950		CONFORMED COPY SUPERIOR CHILD FOR	
TELEPHONE NO.: 310-917-1070 F	AXNO: 310-917-1001	SUPERIOR COUNTY OF LOS ANGELES	
ATTORNEY FOR Manue Mara Chow		CONTROL OF LANGED	
SUPERIOR COURT OF CALIFORNIA COUNTY OF LOS AND	ets	TOP LOS ANGEL FORMA	
STREET ADDRESS: 111 N. Hill Street		100	
WALING ADDRESS:		APR 2.4.2015	
CITY AND ZP CODE: Los Angeles, 90012		APR 24 2012	
BRANCH NAME: Stanley Mosk Courthou	<u>186</u>	John A. Clarke. Executive Unicer/Clerk	
CASE NAME:		By Von Controller	
Chow v. Neutrogena Cor	p., et al.		
CIVIL CASE COVER SHEET	A	Ossena Toliano Deputy	
✓ Unlimited Limited	Complex Case Designation	CASE NUMBER:	
(Amount (Amount	Counter Joinder	4	
demanded demanded is		BC + BC	
exceeds \$25,000) \$25,000 or less)	Filed with first appearance by defenda	nt JUDGE CO TO TO TO TO	
0x00003 323,000/ 323,000 0F (853)	(Cal. Rules of Court, rule 1811)	nt JUGGE # # # # 7 1	
All five IES in-	*	1	
1 Check one how holes to the	ns below must be completed (see instruct	ions on page 2).	
Check one box below for the case type that Auto Tort	t best describes this case:		
	Contract	Provisionally Complex Civil Litigation	
Auto (22)	Breach of contract/warranty (06)	(Cal. Rules of Court, rules 1800-1812)	
Uninsured motorist (46)	Collections (09)		
Other PVPD/WD (Personal Injury/Property	Insurance coverage (18)	Antitrust/Trade regulation (03)	
Damage/Wrongful Death) Tort		Construction defect (10)	
Asbestos (04)	Other contract (37)	Mass lori (40)	
Product liability (24)	Real Property	Securities Itigation (28).	
Medical malpractice (45)	Eminent domain/Inverse	Environmental /Toxic tort (30)	
Other PI/PD/WD (23)	condemnation (14)	Insurance coverage claims a vision (see the	
	Wrongful eviction (33)	accord listed provisionally complex case	
Non-PVPD/WD (Other) Tort	Other real assessment unat	types (41)	
Businese tort/unfair business practice (07)	Unlawful Detainer	Enforcement of Judgment	
Civil rights (08)	Commercial (31)	Enforcement of judgment (20)	
Defarnation (13)	Residential (32)	Miscellaneous Civil Complaint	
Fraud (16)		RICO (27)	
intellectual property (19)	Oruga (38)	Other complaint (not specified above) (42)	
Professional negligence (25)	Judicial Review	Miscellaneous Civil Petition	
Other non-PI/PD/WD tort (35)	Asset forfeiture (05)		
Employment	Petition re: arbitration award (11)	Partnership and corporate governance (21)	
Wrongful termination (36)	Writ of mandate (02)	Other petition (not specified above) (43)	
	Other judicial review (39)		
Ciher employment (15)	(00)		
2. This case is is not compl	By under rule 1900 of the California D.		
factors requiring exceptional judicial manage	ement:	of Court, if the case is complex, mark the	
a. Large number of separately repres			
b. Extensive motion practice raising of		Withesses	
issues that will be time-consuming		h related actions pending in one or more courts	
C Substantial amount of designation	an other convited	, States or countries, or in a terteral count	
3. Type of remedies sought (check all that app			
a. I monetary b. I nonmonetary	declaratory or injunctive relief c.	punitive	
4. Number of causes of action (specify): (1) (CL; (2) FAL; (3) CLRA: (4) Exp	ress Warranty	
o shot a clas	s action suit.		
Date: April 24, 2012	<i>-(1)</i>	~ / '/ /	
Ryan J. Clarkson		\rightarrow \swarrow	
(TYPE OR PRINT NAME)		X X	
	/ (S)GN	TURE OF PARTY OR ATTORNEY FOR PARTY)	
- Plaintiff must file this ower sheet with the fire	NOTICE		
under the Probate Family or Welfare and in	r paper liled in the action or proceeding (except small claims cases or cases filed	
Plaintiff must file this cover sheet with the first paper filed in the action or proceeding (except small claims cases or cases filed under the Probate, Family, or Welfare and Institutions Code). (Cal. Rules of Court, rule 201.8.) Failure to file may result in			
a File this cover sheet in addition to any cover cheet required by the transfer of the state of			
a nue case le coulbiex nuclei (nie 1900 9) sec	L of the California Pulsa of Carrie		
 If this case is complex under rule 1800 et secother parties to the action or proceeding. 	o camorae rules of Court, you mu	st serve a copy of this cover sheet on all	
. Unless this is a complex case, this cover she	et will be used for statistical aumoca-		
Form Adapted for Managery Use	onh	Page 1 of 2	
· ·····	011111		

CIVIL CASE COVER SHEET





INSTRUCTIONS ON HOW TO COMPLETE THE COVER SHEET

To Plaintiffs and Others Filing First Papers

If you are filling a first paper (for example, a complaint) in a civil case, you must complete and file, along with your first paper, the Civil Case Cover Sheet contained on page 1. This information will be used to compile statistics about the types and numbers of cases filed. You must check all five items on the sheet. In item 1, you must check one box for the case type that best describes the case. If the case fits both a general and a more specific type of case listed in item 1, check the more specific one. If the case has multiple causes of action, check the box that best indicates the primary cause of action. To assist you in completing the sheet, examples of the cases that belong under each case type in item 1 are provided below. A cover sheet must be tiled only with your initial paper. You do not need to submit a cover sheet with amended papers. Failure to file a cover sheet with the first paper filed in a civil case may subject a party, its counsel, or both to sanctions under rules 201.8(c) and 227 of the California Rules of Court.

To Parties in Complex Cases

In complex cases only, parties must also use the Civil Case Cover Sheet to designate whether the case is complex. If a plaintiff believes the case is complex under rule 1800 of the California Rules of Court, this must be indicated by completing the appropriate boxes in items 1 and 2. If a plaintiff designates a case as complex, the cover sheet must be served with the complaint on all parties to the action. A defendant may file and serve no later than the time of its first appearance a joinder in the plaintiff's designation, a counter-designation that the case is not complex, or, if the plaintiff has made no designation, a designation that the case is complex.

Auto Tort

Auto (22)—Personal Injury/Property Damage/Wrongful Death Uninsured Motorist (46) (# the case involves an uninsured motorist claim subject to arbitration, check this item instead of Auto)

Other PVPD/WD (Personal Injury/ Property Damage/Wrongful Death) Tort

Asbestos (04) Asbestos Property Damage Asbestos Property Damage Asbestos Personal Injury/ Wrongful Death Product Liability (not asbestos or loxic/anvironmental) (24) Medical Malpractice (45) Medical Malpractice— Physicians & Surgeons Other Professional Health Care Malpractice Other PVPD/WD (23) Premises Liability (e.g., slip

Intentional Infliction of **Emotional Distress**

Negligent Infliction of Emotional Distress Other PVPD/WD

Non-Pt/PD/WD (Other) Tort Business Tort/Unfair Business

Practice (07)
Civil Rights (e.g., discrimination, false arrest) (not civil harassment)(08) Defamation (e.g., slander, libel) (13)Fraud (16) Protessional Negligence (25)
Legal Malpractice
Other Professional Malpractice (not medical or legal)
Other Non-PVPD/WD Tort (35)

Employment Wrongful Termination (36) Other Employment (15)

CASE TYPES AND EXAMPLES

Contract

Breach of Contract/Warranty (06)
Breach of Rental/Lease Contract (not unlawful detainer or wrongful eviction) Contract/Warranty Breach-Seller Plaintiff (not fraud or negligence)
Negligent Breach of Contract/
Warranty Other Breach of Contract/Warranty

Collections (e.g., money owed, open book accounts) (09) Collection Case—Seller Plaintiff
Other Promissory Note/Collections

Case Insurance Coverage (not provisionally complex) (18) Auto Subrogation Other Contract (37) Contractual Fraud

Other Contract Dispute

Real Property
Eminent Domain/Inverse Condemnation(14)
Wrongful Eviction (33)
Other Real Property (e.g., quiet title) (26)
Writ of Possession of Real Property
Mortgage Foreclosure
Quiet Title Other Real Property (not eminent domain, landlord/lenant, or foreclosure)

Unlawful Detained

Commercial (31) Residential (32) Drugs (38) (if the case involves illegal drugs, check this item; otherwise, report as Commercial or Residential.)

Judicial Review

Asset Forfeiture (05) Petition Re: Arbitration Award (11) Writ of Mandate (02) Writ-Administrative Mandamus Writ-Mandamus on Limited Court Case Matter Writ-Other Limited Court Case Review

Other Judicial Review (39)
Review of Health Officer Order Notice of Appeal-Labor Commissioner Appeals

Provisionally Complex Civil Litigation (Cal. Rules of Court Rule 1800-1812)

Antitrus/Trade Regulation (03)
Construction Defect (10)
Claims Involving Mass Tort (40)
Securities Litigation (28) Toxic Tort/Environmental (30) Insurance Coverage Claims (arising from provisionally complex case type listed above)

Enforcement of Judgment Enforcement of Judgment (20) Abstract of Judgment (Out of County) Confession of Judgment (nondomestic relations) Sister State Judgment Administrative Agency Award (not unpaid taxes) Petition/Certification of Entry of Judgment on Unpaid Tax Other Enforcement of Judgment

Case

Miscellaneous Civil Complaint RICO (27) Other Complaint (not specified above) (42) Declaratory Relief Only Injunctive Relief Only (nonharassment) Mechanics Lien Other Commercial Complaint Case (non-tort/non-complex)
Other Civil Complaint (non-lor/non-complex)

Miscellaneous Civil Petition Partnership and Corporate

Governance (21) Other Petition (not specified above) (43) Civil Harassment Workplace Violence Elder/Dependent Adult Abuse Election Contest Petition for Name Change Petition for Relief from Late Other Civil Petition

C34-010 (Play, July 1, 2000)

CIVIL CASE COVER SHEET



VOLUNTARY EFFICIENT LITIGATION STIPULATIONS



Superior Court of California County of Los Angeles



Los Angeles County Bar Association Litigation Section

Los Angeles County Sar Association Labor and Employment Law Section





Southern California Defense Counsel





The Early Organizational Meeting Stipulation, Discovery Resolution Stipulation, and Motions in Limine Stipulation are voluntary stipulations entered into by the parties. The parties may enter into one, two, or all three of the stipulations; however, they may not alter the stipulations as written, because the Court wants to ensure uniformity of application. These stipulations are meant to encourage cooperation between the parties and to assist in resolving issues in a manner that promotes economic case resolution and judicial efficiency.

The following organizations endorse the goal of promoting efficiency in litigation and ask that counsel consider using these stipulations as a voluntary way to promote communications and procedures among counsel and with the court to fairly resolve issues in their cases.

- ◆Los Angeles County Bar Association Litigation Section◆
 - ◆ Los Angeles County Bar Association

 Labor and Employment Law Section◆
 - **♦**Consumer Attorneys Association of Los Angeles**♦**
 - ♦ Southern California Defense Counsel◆
 - ◆Association of Business Trial Lawyers◆
 - ♦ California Employment Lawyers Association ♦

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TELEPHONE NO.: FAX NO.	(Optional):	
E-MAIL ADDRESS (Optional): ATTORNEY FOR (Name):		
SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES		·
COURTHOUSE ADDRESS:		
PLAINTIFF:		•
DEFENDANT:		
STIDI II ATION FADI Y ODGANIZA	TIONAL METERS	CASE NUMBER:
STIPULATION - EARLY ORGANIZA	TIONAL MEETING	

This stipulation is intended to encourage cooperation among the parties at an early stage in the litigation and to assist the parties in efficient case resolution.

The parties agree that:

- The parties commit to conduct an initial conference (in-person or via teleconference or via videoconference) within 15 days from the date this stipulation is signed, to discuss and consider whether there can be agreement on the following:
 - a. Are motions to challenge the pleadings necessary? If the issue can be resolved by amendment as of right, or if the Court would allow leave to amend, could an amended complaint resolve most or all of the issues a demurrer might otherwise raise? If so, the parties agree to work through pleading issues so that a demurrer need only raise issues they cannot resolve. Is the issue that the defendant seeks to raise amenable to resolution on demurrer, or would some other type of motion be preferable? Could a voluntary targeted exchange of documents or information by any party cure an uncertainty in the pleadings?
 - b. Initial mutual exchanges of documents at the "core" of the litigation. (For example, in an
 employment case, the employment records, personnel file and documents relating to the
 conduct in question could be considered "core." In a personal injury case, an incident or
 police report, medical records, and repair or maintenance records could be considered
 "core.");
 - c. Exchange of names and contact information of witnesses;
 - d. Any insurance agreement that may be available to satisfy part or all of a judgment, or to indemnify or reimburse for payments made to satisfy a judgment;
 - e. Exchange of any other information that might be helpful to facilitate understanding, handling, or resolution of the case in a manner that preserves objections or privileges by agreement;
 - f. Controlling issues of law that, if resolved early, will promote efficiency and economy in other phases of the case. Also, when and how such issues can be presented to the Court;
 - g. Whether or when the case should be scheduled with a settlement officer, what discovery or court ruling on legal issues is reasonably required to make settlement discussions meaningful, and whether the parties wish to use a sitting judge or a private mediator or other options as

SHORT TITUE:		CASE NAMBER		
	discussed in the "Alternative Dispute Resolution complaint;	n (ADR) Information Package" served with the		
h.	Computation of damages, including documents which such computation is based;	not privileged or protected from disclosure, on		
i.	Whether the case is suitable for the Expedited Jury Trial procedures (see information at www.lasuperiorcourt.org under "Civil" and then under "General Information").			
2.	The time for a defending party to respond to a complaint, and the 30 days permitted by Code of Civil Probeen found by the Civil Supervising Judge due this Stipulation.	respond under Government Code § 68616(b), rocedure section 1054(a), good cause having		
3.	The parties will prepare a joint report titled "Joint Status Report Pursuant to Initial Conference and Early Organizational Meeting Stipulation, and if desired, a proposed order summarizing results of their meet and confer and advising the Court of any way it may assist the parties' efficient conduct or resolution of the case. The parties shall attach the Joint Status Report to the Case Management Conference statement, and file the documents when the CMC statement is due.			
4.	References to "days" mean calendar days, unless any act pursuant to this stipulation falls on a Sat for performing that act shall be extended to the in	turday, Sunday or Court holiday, then the time		
The fo	llowing parties stipulate:			
Date:		>		
Date:	(TYPE OR PRINT NAME)	(ATTORNEY FOR PLAINTIFF)		
Date:	(TYPE OR PRINT NAME)	(ATTORNEY FOR DEFENDANT)		
Date:	(TYPE OR PRINT NAME)	(ATTORNEY FOR DEFENDANT) >		
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SUPERIOR COURT OF CALIFORNIA, CO	UNTY OF LOS ANGELES	
COURTHOUSE ADDRESS:		
PLAINTIFF:		
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DEFENDANT:		
STIPULATION - DISCOVERY	RESOLUTION	CASÉ NUMBER:

This stipulation is intended to provide a fast and informal resolution of discovery issues through limited paperwork and an informal conference with the Court to aid in the resolution of the issues.

The parties agree that:

- 1. Prior to the discovery cut-off in this action, no discovery motion shall be filed or heard unless the moving party first makes a written request for an Informal Discovery Conference pursuant to the terms of this stipulation.
- At the Informal Discovery Conference the Court will consider the dispute presented by parties
 and determine whether it can be resolved informally. Nothing set forth herein will preclude a
 party from making a record at the conclusion of an Informal Discovery Conference, either
 orally or in writing.
- Following a reasonable and good faith attempt at an informal resolution of each issue to be presented, a party may request an Informal Discovery Conference pursuant to the following procedures:
 - a. The party requesting the Informal Discovery Conference will:
 - File a Request for Informal Discovery Conference with the clerk's office on the approved form (copy attached) and deliver a courtesy, conformed copy to the assigned department;
 - ii. Include a brief summary of the dispute and specify the relief requested; and
 - iii. Serve the opposing party pursuant to any authorized or agreed method of service that ensures that the opposing party receives the Request for Informal Discovery Conference no later than the next court day following the filing.
 - b. Any Answer to a Request for Informal Discovery Conference must:
 - Also be filed on the approved form (copy attached);
 - ii. Include a brief summary of why the requested relief should be denied:

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- iii. Be filed within two (2) court days of receipt of the Request; and
- iv. Be served on the opposing party pursuant to any authorized or agreed upon method of service that ensures that the opposing party receives the Answer no later than the next court day following the filing.
- c. No other pleadings, including but not limited to exhibits, declarations, or attachments, will be accepted.
- d. If the Court has not granted or denied the Request for Informal Discovery Conference within ten (10) days following the filing of the Request, then it shall be deemed to have been denied. If the Court acts on the Request, the parties will be notified whether the Request for Informal Discovery Conference has been granted or denied and, if granted, the date and time of the Informal Discovery Conference, which must be within twenty (20) days of the filing of the Request for Informal Discovery Conference.
- e. If the conference is not held within twenty (20) days of the filling of the Request for Informal Discovery Conference, unless extended by agreement of the parties and the Court, then the Request for the Informal Discovery Conference shall be deemed to have been denied at that time.
- 4. If (a) the Court has denied a conference or (b) one of the time deadlines above has expired without the Court having acted or (c) the Informal Discovery Conference is concluded without resolving the dispute, then a party may file a discovery motion to address unresolved issues.
- 5. The parties hereby further agree that the time for making a motion to compel or other discovery motion is tolled from the date of filing of the Request for Informal Discovery Conference until (a) the request is denied or deemed denied or (b) twenty (20) days after the filing of the Request for Informal Discovery Conference, whichever is earlier, unless extended by Order of the Court.
 - It is the understanding and intent of the parties that this stipulation shall, for each discovery dispute to which it applies, constitute a writing memorializing a "specific later date to which the propounding [or demanding or requesting] party and the responding party have agreed in writing," within the meaning of Code Civil Procedure sections 2030.300(c), 2031.320(c), and 2033.290(c).
- 6. Nothing herein will preclude any party from applying ex parte for appropriate relief, including an order shortening time for a motion to be heard concerning discovery.
- 7. Any party may terminate this stipulation by giving twenty-one (21) days notice of intent to terminate the stipulation.
- 8. References to "days" mean calendar days, unless otherwise noted. If the date for performing any act pursuant to this stipulation falls on a Saturday, Sunday or Court holiday, then the time for performing that act shall be extended to the next Court day.

LACIV 036 (new) LASC Approved 04/11



Case 2:12-cv-04624-R-J Document 1 Filed 05/25/12 Page 7 of 66 Page ID #:47

SHORT TITLE:	-		CASE MAMBER:
The follo	owing parties stipulate:		
Date:			
	(TYPE OR PRINT NAME)	>_	(ATTORNEY FOR PLAINTIFF)
Date:		>	
Date:	(TYPE OR PRINT NAME)	_	(ATTORNEY FOR DEFENDANT)
	(TYPE OR PRINT NAME)	> _	(ATTORNEY FOR DEFENDANT)
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SUPERIOR COURT OF CALIFORNIA, COU	NIY OF LOS ANGELES	•
COURTHOUSE ADDRESS:		
PLAINTIFF:		
DEFENDANT:		
INFORMAL DISCOVERY CON	FERENCE	CASE NUMBER:
(pursuant to the Discovery Resolution Stipul		
		<u> </u>
1. This document relates to:	Conforman	
Request for Informal Discovery	Conference	
Answer to Request for Informa		
2. Deadline for Court to decide on Request:	(insert da	ite 10 calendar days following filing of
the Request).		
3. Deadline for Court to hold Informal Disco	very Conference:	(insert date 20 calendar
days following filling of the Request).		
4. For a Request for Informal Discover	ry Conterence, <u>brietly</u> de	scribe the nature of the
discovery dispute, including the facts	and legal arguments at	issue. For an Answer to
Request for Informal Discovery Confe	rence, <u>briefly</u> describe wi	hy the Court should deny
the requested discovery, including the	facts and legal arguments	at issue.
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This stipulation is intended to provide fast and informal resolution of evidentiary issues through diligent efforts to define and discuss such issues and limit paperwork.

The parties agree that:

- 1. At least ____ days before the final status conference, each party will provide all other parties with a list containing a one paragraph explanation of each proposed motion in limine. Each one paragraph explanation must identify the substance of a single proposed motion in limine and the grounds for the proposed motion.
- 2. The parties thereafter will meet and confer, either in person or via teleconference or videoconference, concerning all proposed motions in limine. In that meet and confer, the parties will determine:
 - a. Whether the parties can stipulate to any of the proposed motions. If the parties so stipulate, they may file a stipulation and proposed order with the Court.
 - b. Whether any of the proposed motions can be briefed and submitted by means of a short joint statement of issues. For each motion which can be addressed by a short joint statement of issues, a short joint statement of issues must be filed with the Court 10 days prior to the final status conference. Each side's portion of the short joint statement of issues may not exceed three pages. The parties will meet and confer to agree on a date and manner for exchanging the parties' respective portions of the short joint statement of issues and the process for filing the short joint statement of issues.
- All proposed motions in limine that are not either the subject of a stipulation or briefed via a short joint statement of issues will be briefed and filed in accordance with the California Rules of Court and the Los Angeles Superior Court Rules.



Case 2:12-cv-04624-R-J Document 1 Filed 05/25/12 Page 0 of 66 Page ID #:50

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The following parties stipulate:	
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(TYPE OR PRINT NAME) Date:	(ATTORNEY FOR DEFENDANT)
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Date:	>
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Date:	>
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COURT OR BRINT NAMES	(ATTORNEY FOR)
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THE COURT SO ORDERS.	
Date:	JUDICIAL OFFICER

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THIS FORM IS TO BE SERVED WITH THE SUMMONS AND COMPLAINT

1 3 13	534 224	Local Rule 7.3(c)). There is additional info ASSIGNED JUDGE Hon. Holly E. Kendig	DEPT 42	416
3		Hon. Holly E. Kendig	42	416
	224	1		
13		Hon. Mel Red Recana	45	529
1	630	Hon. Debre Katz Weintraub	47	507
14	300	Hon. Elizabeth Allen White	48	506
15	307	Hon, Deirdre Hill	49	509
16	306	Hon. John L. Segai	50	508
17	309	Hon. Abraham Khan	51	- 511
19	311	Hon. Susan Bryant-Deason	52	510
20	310	Hon. Steven J. Kleifield	53	513
10	315	Hon, Ernest M. Hiroshige	54	512
24	314	Hon. Malcolm H. Mackey	55	515
25	317	Hon. Michael Johnson	56	514
26	316	Hon. Raiph W. Dau	57	517
28	318	Hon. Rolf M. Treu	58	516
30	400	Hon. David L. Minning	61	632
31	407	Hon. Michael L. Stern	62	600
32	406	Hon. Fredrick C. Shaller	46	601
33	409	Hon. Mark Mooney	68	617
34	408	Hon. Ramona See	69	621
35	411	Hon. Soussan G. Bruguera	71	729
36	410	Hon. Ruth Ann Kwan	72	731
37	413	Hon. Teresa Sanchez-Gordon	74	735
38	412	Hon. William F. Fahey	78	730
39	415	Hon. Emilie H. Elias	324	CCW
40	414	Hon. Elihu M. Berle*	323	CCW
41	417	other		
	14 15 16 17 19 20 10 24 25 26 28 30 31 32 33 34 35 36 37 38 39 40	14 300 15 307 16 306 17 309 19 311 20 310 10 315 24 314 25 317 26 316 28 318 30 400 31 407 32 406 33 409 34 408 35 411 36 410 37 413 38 412 39 415 40 414	Hon. Elizabeth Allen White	Hon. Elizabeth Allen White

*Class Actions
All class actions are initially assigned to Judge Elihu M. Barte in Department 323 of the Central Civil West Courthouse (600 S. Commonwealth Ave., Los Angeles 90005).
This assignment is for the purpose of assessing whether or not the case is complex within the meaning of California Rules of Court, rule 3.400. Depending on the outcome of that assessment, the class action case may be reassigned to one of the judges of the Complex Litigation Program or reassigned randomly to a court in the Central District.

Given to the Plaintiff/Cross-Complainant/Attorney of Record on		JOHN A.	CLARKE,	Executive	Officer/	/Clerk
•	Ву				Deputy	Clerk

Case 2:12-cv-04624-R-J Document 1 Filed 05/25/12 Page 52 of 66 Page ID #:52

INSTRUCTIONS FOR HANDLING UNLIMITED CIVIL CASES

The following critical provisions of the Chapter Seven Rules, as applicable in the Central District, are summarized for your assistance.

APPLICATION

The Chapter Seven Rules were effective January 1, 1994. They apply to all general civil cases.

PRIORITY OVER OTHER RULES

The Chapter Seven Rules shall have priority over all other Local Rules to the extent the others are inconsistent.

CHALLENGE TO ASSIGNED JUDGE

A challenge under Code of Civil Procedure section 170.6 must be made within 15 days after notice of assignment for all purposes to a judge, or if a party has not yet appeared, within 15 days of the first appearance.

TIME STANDARDS

Cases assigned to the Individual Calendaring Court will be subject to processing under the following time standards:

COMPLAINTS: All complaints shall be served within 60 days of filing and proof of service shall be filed within 90 days of filing.

CROSS-COMPLAINTS: Without leave of court first being obtained, no cross-complaint may be filed by any party after their answer is filed. Cross-complaints shall be served within 30 days of the filing date and a proof of service filed within 60 days of the filing date.

A Status Conference will be scheduled by the assigned Independent Calendar Judge no later than 270 days after the filing of the complaint. Counsel must be fully prepared to discuss the following issues: alternative dispute resolution, bifurcation, settlement, trial date, and expert witnesses.

FINAL STATUS CONFERENCE

The Court will require the parties at a status conference not more than 10 days before the trial to have timely filed and served all motions in limine, bifurcation motions, statements of major evidentiary issues, dispositive motions, requested jury instructions, and special jury instructions and special jury verdicts. These matters may be heard and resolved at this conference. At least 5 days before this conference, counsel must also have exchanged lists of exhibits and witnesses and have submitted to the court a brief statement of the case to be read to the jury panel as required by Chapter Eight of the Los Angeles Superior Court Rules.

SANCTIONS

The court will impose appropriate sanctions for the failure or refusal to comply with Chapter Seven Rules, orders made by the Court, and time standards or deadlines established by the Court or by the Chapter Seven Rules. Such sanctions may be on a party or if appropriate on counsel for the party.

This is not a complete delineation of the Chapter Seven Rules, and adherence only to the above provisions is therefore not a guarantee against the imposition of sanctions under Trial Court Delay Reduction. Careful reading and compliance with the actual Chapter Rules is absolutely imperative.



V ...

SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES ALTERNATIVE DISPUTE RESOLUTION (ADR) INFORMATION PACKAGE

[CRC 3.221 Information about Alternative Dispute Resolution]

For additional ADR information and forms visit the Court ADR web application at www.lasuperforcourt.org (click on ADR).

The plaintiff shall serve a copy of this Information Package on each defendant along with the complaint (Civil only).

Alternative Dispute Resolution (ADR) is the term used to describe all the other options available for settling a dispute which once had to be settled in court. ADR processes, such as arbitration, mediation, neutral evaluation (NE), and settlement conferences, are less formal than a court process and provide opportunities for parties to reach an agreement using a problem-solving approach.

There are many different kinds of ADR. All of them utilize a "neutral", an impartial person, to decide the case or help the parties reach an agreement.

In mediation, a neutral person called a "mediator" helps the parties try to reach a mutually acceptable resolution of the dispute. The mediator does not decide the dispute but helps the parties communicate so they can try to settle the dispute themselves. Mediation leaves control of the outcome with the parties.

Cases for Which Mediation May Be Appropriate

Mediation may be particularly useful when parties have a dispute between or among family members, neighbors, or business partners. Mediation is also effective when emotions are getting in the way of resolution. An effective mediator can hear the parties out and help them communicate with each other in an effective and nondestructive manner.

Cases for Which Mediation May Not Be Appropriate

Mediation may not be effective if one of the parties is unwilling to cooperate or compromise. Mediation also may not be effective If one of the parties has a significant advantage in power over the other. Therefore, it may not be a good choice if the parties have a history of abuse or victimization.

In arbitration, a neutral person called an "arbitrator" hears arguments and evidence from each side and then decides the outcome of the dispute. Arbitration is less formal than a trial, and the rules of evidence are often relaxed. Arbitration may be either "binding" or "nonbinding." Binding arbitration means that the parties waive their right to a trial and agree to accept the arbitrator's decision as final. Nonbinding arbitration means that the parties are free to request a trial if they do not accept the arbitrator's decision.

Cases for Which Arbitration May Be Appropriate

Arbitration is best for cases where the parties want another person to decide the outcome of their dispute for them but would like to avoid the formality, time, and expense of a trial. It may also be appropriate for complex matters where the parties want a decision-maker who has training or experience in the subject matter of the dispute.

Cases for Which Arbitration May Not Be Appropriate

If parties want to retain control over how their dispute is resolved, arbitration, particularly binding arbitration, is not appropriate. In binding arbitration, the parties generally cannot appeal the arbitrator's award, even if it is not supported by the evidence or the law. Even in nonbinding arbitration, if a party requests a trial and does not receive a more favorable result at trial than in arbitration, there may be penalties.

In neutral evaluation, each party gets a chance to present the case to a neutral person called an "evaluator." The evaluator then gives an opinion on the strengths and weaknesses of each party's evidence and arguments and about how the dispute could be resolved. The evaluator is often an expert in the subject matter of the dispute. Although the evaluator's opinion is not binding, the parties typically use it as a basis for trying to negotiate a resolution of the dispute.

Cases for Which Neutral Evaluation May Be Appropriate

Neutral evaluation may be most appropriate in cases in which there are technical issues that require special expertise to resolve or the only significant issue in the case is the amount of damages.

Cases for Which Neutral Evaluation May Not Be Appropriate

Neutral evaluation may not be appropriate when there are significant personal or emotional barriers to resolving the dispute.

Settlement conferences may be either mandatory or voluntary. In both types of settlement conferences, the parties and their attorneys meet with a judge or a neutral person called a "settlement officer" to discuss possible settlement of their dispute. The judge or settlement officer does not make a decision in the case but assists the parties in evaluating the strengths and weaknesses of the case and in negotiating a settlement. Settlement conferences are appropriate in any case where settlement is an option. Mandatory settlement conferences are often held close to the date a case is set for trial.

LAADR 005 (Rev. 12-09) UASC Approved 05-09 Page 1 of 2



LOS ANGELES SUPERIOR COURT ADR PROGRAMS

CIVIL:

- Civil Action Mediation (Governed by Code of Civil Procedure (CCP) sections 1775-1775.15, California Rules of Court, rules 3.850-3.868 and 3.890-3.898 Evidence Code sections 1115-1128, and Los Angeles Superior Court Rules, chapter 12.)
- Retired Judge Settlement Conference
- Neutral Evaluation (Governed by Los Angeles Superior Court Rules; chapter 12.)
- Judicial Arbitration (Governed by Code of Civil Procedure sections 1141.10-1141.31, California Rules of Court, rules 3.810-3.830, and Los Angeles Superior Court Rules, chapter 12.).
- Eminent Domain Mediation (Governed by Code of Civil Procedure section 1250.420.)
- Civil Harassment Mediation
- Small Claims Mediation

FAMILY LAW (non-custody)

- Mediation
- Forensic Certified Public Accountant (CPA) Settlement Conference
- Settlement Conference
- Nonbinding Arbitration (Governed by Family Code section 2554.)

PROBATE:

- Mediation
- Settlement Conference

NEUTRAL SELECTION

Parties may select a mediator, neutral evaluator, or arbitrator from the Court Party Select Panel or may hire someone privately, at their discretion. If the parties utilize the Random Select Mediation or Arbitration Panel, the parties will be assigned on a random basis the name of one neutral who meets the case criteria entered on the court's website.

COURT ADR PANELS

Party Select

Panel

The Party Select Panel consists of mediators, neutral evaluators, and arbitrators who have achieved a specified level of experience in court-connected cases. The parties (collectively) may be charged \$150.00 per hour for the first three hours of hearing time. Thereafter, the parties may be charged for additional hearing time on an hourly basis at rates established by the neutral if the parties consent in writing.

Random Select Panel

The Random Select Panel consists of trained mediators, neutral evaluators, and arbitrators who have not yet gained the experience to qualify for the Party Select Panel, as well as experienced neutrals who make themselves available pro bono as a way of supporting the judicial system. It is the policy of the Court that all Random Select panel volunteer mediators, neutral evaluators, and arbitrators provide three hours hearing time per case. Thereafter, the parties may be charged for additional hearing time on an hourly basis at rates established by the neutral if the parties consent in writing.

Private Neutral

The market rate for private neutrals can range from \$300-\$1,000 per hour.

ADR ASSISTANCE

For assistance regarding ADR, please contact the ADR clerk at the courthouse in which your case was filed.

CENTER DESIGNATION OF THE PERSON OF THE PERS	FADERESS	Reek	ener		A
Antonovich	42011 4th St. West	Nane	Lancaster, CA 93534	(661)974-7275	(661)974-7060
Chataworth	9425 Penfield Ave:	1200	Chataworth, CA 91311	(818)576-8565	(818)576-8687
Compton	200 W. Compton Blvd.	1002	Compton, CA 90220	(310)603-3072	(310)223-0337
Giendale	600 E. Broadway	273	Glendale, CA 91206	(818)500-3160	(818)548-5470
Long Beach	415 W. Ocean Blvd.	316	Long Beach, CA 90802	(582)491-6272	(562)437-3802
Norwalk	12720 Norwalk Blvd.	308	Norwalk, CA 90650	(562)807-7243	(562)462-9019
Pasadena	300 E. Walnut St.	109	Pasadena, CA 91101	(626)356-5685	(626)666-1774
Pomona	400 Civic Center Plaza	106	Pomona, CA 91766	(909)820-3183	(909)629-6283
San Pedro	505 S. Centre	209	San Pedro, CA 90731	(310)519-6151	(310)514-0314
Santa Monica	1725 Main St.	203	Santa Monica, CA 90401	(310)260-1829	(310)319-6130
Stanley Mosk	111 N. HIII St.	113	Los Angeles, CA 90012	(213)974-5425	(213)633-5115
Torrance	825 Maple Ave.	100	Torrance, CA 90503	(310)222-1701	(310)782-7326
Van Nuys	6230 Sylmar Ave.	418	Van Nuys, CA 91401	(818)374-2337	(818)902-2440

Partially Funded by the Los Angeles County Dispute Resolution Program A complete list of the County Dispute Resolution Programs is available online and upon request in the Clark's Office.

LAADR 005 (Rev. 12-09) LASC Approved 05-09 Page 2 of 2



SUPERIOR COURT OF CALIFORNIA COUNTY OF LOS ANGELES

Information About Alternative Dispute Resolution:

California Rules of Court, rule 3.221, requires counties participating in the Dispute Resolution Programs Act ("DRPA"), to provide information about the availability of local dispute resolution programs funded under DRPA. In Los Angeles County, these services are made possible through major support from the Los Angeles County Department of Community and Senior Services through DRPA. The list of the local dispute resolution programs funded in Los Angeles County is set forth below.

Superior Court of California, Los Angeles County, ADR Office (213) 974-5425 www.lasuperiorcourt.org/ADR

Staff and volunteers of the following identified agencies are not employees of the Los Angeles Superior Court:

Asian-Pacific American Dispute Resolution Center (213) 250-8190 www.apadrc.org

California Academy of Mediation Professionals (818) 377-7250 www.mediationprofessionals.org

California Lawyers for the Arts, Arbitration and Mediation Service (310) 998-5590 www.calawversforthearts.org/

Center for Conflict Resolution (818) 705-1090 www.ccr4peacs.org

Inland Valleys Justice Center (909) 621-7479 www.ivic.org

Korean American Coalition 4.29 Center (213) 365-5999 www.kacta.org

Los Angeles City Attorney's Office Dispute Resolution Program (213) 485-8324 www.lacity.org/mediate

Los Angeles County Bar Association Dispute Resolution Services (877) 473-7658 (323) 930-1841 (888) 922-1322 (562) 570-1019 www.lacba.org/drs

Los Angeles County Department of Consumer Affairs (213) 974-0825

The Loyola Law School Center for Conflict Resolution (213) 736-1145 www.lls.edu/ccr

City of Norwalk Dispute Resolution Program (562) 929-5603 www.ci.norwalk.ca.us/socialservices2.asp

These programs do not offer legal advice or help you respond to a summons, but they can assist in resolving your problem through mediation.

Dispute Resolution Programs Act
Contracts Administration Office: (213) 738-2621

LAADR 007 (Rev. 04/10) LASC Approved 07-04 INFORMATION ABOUT
ALTERNATIVE DISPUTE RESOLUTION



HAME, ADDRESS, AND TELEPHONE HAMBER OF ATTORNEY OR	PARTY WITHOUT ATTORNEY:	STATE BAR HAMBER	Received	ter Card's File Storage
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SUPERIOR COURT OF CALIFO	DNIA COLINTY	OF LOS ANGE	FS	
COURTUGIES ACCOUNTS	The state of the s			
Click on the button to select the	appropriate cour	t address.		
PLAINTEF:		* * * *		
DEFENDANT:	· · · · · · · · · · · · · · · · · · ·		· ·	•
		141	CASE NUMBER	
	TO PARTICIPATE			
ALTERNATIVE DISP	UIE RESOLUTIO	M (ADR)		
· · · · · · · · · · · · · · · · · · ·				
The undersigned parties stipulate to part	cipate in an Alternati	ve Dispute Resolutio	on (ADR) process in	the above-entitled
action, as follows:		" *		
☐ Mediation				
☐ Non-Binding Arbitration				ů.
☐ Binding Arbitration	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -			
☐ Early Neutral Evaluation			ı.	
☐ Settlement Conference				
Other ADR Process (describe):		•		
		,	•	
	•	-		
Dated:				
		4	*	•
·		•		
Name of Stipulating Party	Name of Party or Attorne	y Executing Stipulation	Signature of Party or A	tomey
Plaintiff Defendant Cross-defendant				•
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Name of Stipulating Party	Name of Party or Attorne	ry Executing Stipulation	Signature of Party or A	tomey
Plaintiff Defendant Cross-defendant	.*			•
			•	
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Outrest Comment Comments		•		
		•		
			Characters of Charters A	ita mari
Name of Stipulating Party Plaintiff Defendant Cross-defendant	Name of Party or Atlom	ey Executing Stipulation	Signature of Party or A	usi rity
In Film and And Section and Annual An	*			
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LAADR 001 10-04 LASC Approved (Rev. 01-07) STIPULATION TO PARTICIPATE IN ALTERNATIVE DISPUTE RESOLUTION (ADR)

Cat. Rutes of Court, rule 3.221 Page 1 of 2



hort Title		Case Number
,		
lams of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Plaintiff Defendant Cross-defendant		
		•
Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Plaintiff Defendant Cross-defendant		
	•	
Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Plaintiff Defendant Cross-defendant		
		•
•		
Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
☐ Plaintiff ☐ Defendant ☐ Cross-defendant		
Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
☐ Plaintiff ☐ Defendant ☐ Cross-defendant		
Name of Stipulating Party Plaintiff Defendant Cross-defendant	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Change Committee Committee		
Name of Stipulating Party Plaintiff Defendant Cross-defendant	Name of Party or Attorney Executing Stipulation	Signature of Party or Altorney
Character Canada		
	Name of State on Although Street Ing Street Ing	Signature of Party or Attorney
Name of Slipulating Party Plaintiff Defendant Cross-defendant	Name of Party or Attorney Executing Stipulation	righted to rail to returney
Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Plaintiff Defendant Cross-defendant	: min act mit at timeting maching andminate	water comment and a way we a trademark transf
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Name of Stipulating Party	Name of Party or Attorney Executing Stipulation	Signature of Party or Attorney
Plaintiff Defendant Cross-defendant	l	management are may be commonly

LAADR 001 19-0 LASC Approved (Resc. 01-07) STIPULATION TO PARTICIPATE IN ALTERNATIVE DISPUTE RESOLUTION (ADR)

Cal. Rules of Court, rule 3.221 Page 2 of 2



EXHIBIT B

h. Relationship of this case to the case referenced above (check all that apply): involves the same parties and is based on the same or similar claims. arises from the same or substantially identical transactions, incidents, or events requiring the determination of the same or substantially identical questions of law or fact. involves claims against, title to, possession of, or damages to the same property. is likely for other reasons to require substantial duplication of judicial resources if heard by different judges. Additional explanation is attached in attachment 1h i. Status of case: 1 pending dismissed with without prejudice disposed of by judgment 2. a. Title: b. Case number: c. Court: [same as above other state or federal court (name and address): d. Department:



PLAINTIFF/PETITIONER: Mara Chow	CASE NUMBER:						
DEFENDANT/RESPONDENT: Neutrogena Corporation	BC483371						
2. (continued)							
a Carabas							
probate	ity law other (specify):						
-	f. Filing date:						
g. Has this case been designated or determined as "complex?" Yes No							
h. Relationship of this case to the case referenced above (check all that apply):							
involves the same parties and is based on the same or similar claims.							
arises from the same or substantially identical transactions, incidents, or e the same or substantially identical questions of law or fact.	events requiring the determination of						
involves claims against, title to, possession of, or damages to the same pr	roperty.						
is likely for other reasons to require substantial duplication of judicial resou	arces if heard by different judges.						
Additional explanation is attached in attachment 2h							
i. Status of case:	•						
pending							
dismissed with without prejudice							
disposed of by judgment							
3. a. Title:							
b. Case number:							
c. Court: same as above							
other state or federal court (name and address):							
d. Department							
e. Case type: limited civil unlimited civil probate family	law other (specify):						
f. Filing date:							
g. Has this case been designated or determined as "complex?" Yes	No						
h. Relationship of this case to the case referenced above (check all that apply):							
involves the same parties and is based on the same or similar claims.							
arises from the same or substantially identical transactions, incidents, or even the same or substantially identical questions of law or fact.	its requiring the determination of						
involves claims against, title to, possession of, or damages to the same prope							
is likely for other reasons to require substantial duplication of judicial resource	s if heard by different judges.						
Additional explanation is attached in attachment 3h							
i. Status of case:							
pending							
dismissed with without prejudice							
disposed of by judgment							
4. Additional related cases are described in Attachment 4, Number of pages attached							
Date: May 8, 2012	111						
Matthew D. Powers							
(TYPE OR PRINT NAME OF PARTY OR ATTORNEY) (SIGNATURE	OF PARTY OR ATTORNEY						



	CM-0
PLAINTIFF/PETITIONER: Mara Chow	CASE NUMBER
DEFENDANT/RESPONDENT: Neutrogena Corporation	BC483371
	4

		.,0,000					
NOTICE	CE BY FIRST-CLASS MAIL OF RELATED CASE						
(NOTE: You cannot serve the Notice of Related Case if complete this proof of service. The notice must be set	f you are a party in the action. rved on all known parties in e	. The person who served the notice n ach related action or proceeding.)					
 I am at least 18 years old and not a party to this actio place, and my residence or business address is (specif 	I am at least 18 years old and not a party to this action. I am a resident of or employed in the county where the mailing too place, and my residence or business address is (specify):						
O'Melveny & Myers LLP, 400 S. Hope Street	t, Los Angeles, CA 90071						
 I served a copy of the Notice of Related Case by enclose prepaid and (check one): 	sing it in a sealed envelope with	i first-class postage fully					
a deposited the sealed envelope with the United	States Postal Service.						
 b.	day correspondence is placed to	or collection and mailing it is					
3. The Notice of Related Case was mailed:							
a. on (date): May 8, 2012							
b. from (city and state): Los Angeles, CA							
4. The envelope was addressed and mailed as follows:							
 a. Name of person served: Ryan J. Clark (Red Law, LLP) Street address: 100 Wilshire Blvd, Suite 950 	c. Name of person served: Street address;						
City: Santa Monica							
State and zip code: CA 90401	City: State and zip code:						
b. Name of person served:	d. Name of person served:	•					
Street address:	Street address:						
City:	City:						
State and zip code:	State and zip code:	•					
Names and addresses of additional persons served are	attached. (You may use form F	POS-030(PL)					
declare under penalty of perjury under the laws of the State							
Date: May 8, 2012	and the loregoing is	s noe and correct.					
farie Lewis	\ \(\lambda / \lambda \)	- _Q -					
(TYPE OR PRINT NAME OF DECLARANT)	Ve	ue dours					
, DECEMBER :	(SIGNATI	URE OF DECLARANT)					

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge R. Gary Klausner and the assigned discovery Magistrate Judge is Ralph Zarefsky.

The case number on all documents filed with the Court should read as follows:

CV12- 4624 RGK (RZx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge
NOTICE TO COUNSEL
A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs)

Southern Division

Failure to file at the proper location will result in your documents being returned to you.

Subsequent documents must be filed at the following location:

[X] Western Division

312 N. Spring St., Rm. G-8

Los Angeles, CA 90012

411 West Fourth St., Rm. 1-053

Santa Ana, CA 92701-4516

[] Eastern Division

3470 Twelfth St., Rm. 134

Riverside, CA 92501

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I (a) PLAINTIFFS (Check box if you are representing yourself □) Mara Chow, individually and on behalf of all others similarly situated				DEFENDANTS Neutrogena Corporation, a Delaware Corporation			
 (b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same.) Ryan J. Clarkson and Edward D. Dubendorf, Red Law LLP, 100 Wilshire Blvd., Suite 950, Santa Monica, CA 90401, Tel: (310) 917-1070 				Attorneys (If Known) Matthew Powers, O'Melvers, Francisco, CA 94111, Tel O'Melveny & Myers, 400	(415) 98	84-8700; Richard C	Goetz & Jaclyn Blankenship.
II. BASIS OF JURISDICTIO	N (Place an X in one box onl	y.)	III. CITIZENSI (Place an X	HP OF PRINCIPAL PAR	TIES -	For Diversity Case	es Only
☐ I U.S. Government Plaintiff ☐ 3 Federal Question (U.S. Government Not a Party)		PTF DEF					
☐ 2 U.S. Government Defendar	of Parties in Item II		Citizen of Anothe			Incorporated and of Business in A	d Principal Place ☐ 5 ☐ 5 another State
·			Citizen or Subject	of a Foreign Country 3	□ 3	Foreign Nation	□6 □6
IV. ORIGIN (Place an X in or							
Original Proceeding Proceeding 2 Removed from State Court 3 Remanded from Appellate Court 4 Reinstated or Reopened 5 Transferred from another district (specify): 5 Transferred from another district (specify): 6 Multi-District Judge from Magistrate Judge							
V. REQUESTED IN COMPL	AINT: JURY DEMAND:	Yes □	No (Check 'Yes' o	only if demanded in compla	int.)		
CLASS ACTION under F.R.C	C.P. 23: Y Yes □ No		€ Me	ONEY DEMANDED IN C	OMPL	AINT: 5 not pled.	, but will be > \$5 million
VI. CAUSE OF ACTION (Cit	e the U.S. Civil Statute under	which you a	re filing and write	a brief statement of cause	Do not c	ite jurisdictional et	atutes unless diversity
Class Action alleging, inte	r alia, violation of Cal. Bus. &	Prof. Code	17200 et seq. Mir	imal Diversity pursuant to	28 USC	1332(b).	actics diversity,
VII. NATURE OF SUIT (Place	e an X in one box only.)				***************************************		
OTHER STATUTES	CONTRACT		TORTS	TORTS	T	PRISONER	LABOR
☐ 400 State Reapportionment	□ 110 Insurance	PER	SONAL INJURY	PERSONAL	1	PETITIONS	☐ 710 Fair Labor Standards
☐ 410 Antitrust	□ 120 Marine		Airplane	PROPERTY	□ 510	Motions to	Act
☐ 430 Banks and Banking ☐ 450 Commerce/ICC	☐ 130 Miller Act	1	Airplane Product Liability	□ 370 Other Fraud		Vacate Sentence	□ 720 Labor/Mgmt.
Rates/etc.	☐ 140 Negotiable Instrumed ☐ 150 Recovery of		Assault, Libel &	☐ 371 Truth in Lending		Habeas Corpus	Relations
□ 460 Deportation	Overpayment &		Slander	☐ 380 Other Personal Property Damage		General	□ 730 Labor/Mgmt.
☐ 470 Racketeer Influenced	Enforcement of		Fed. Employers'	□ 385 Property Damage	□ 540	Mandamus/	Reporting & Disclosure Act
and Corrupt	Judgment		Liability	Product Liability		Other	☐ 740 Railway Labor Act
Organizations	☐ 151 Medicare Act	☐ 340 ☐ 345	Marine Product	BANKRUPTCY		Civil Rights	☐ 790 Other Labor
480 Consumer Credit	☐ 152 Recovery of Defaulte	1(1)	Liability	☐ 422 Appeal 28 USC		Prison Condition	
☐ 490 Cable/Sat TV ☐ 810 Selective Service	Student Loan (Excl. Veterans)		Motor Vehicle	158			□ 791 Empl. Ret. Inc.
☐ 850 Securities/Commodities/			Motor Vehicle	USC 157	ı	PENALTY Agriculture	Security Act
Exchange	Overpayment of		Product Liability Other Personal	CIVIL RIGHTS		Other Food &	PROPERTY RIGHTS □ 820 Copyrights
☐ 875 Customer Challenge 12	Veteran's Benefits	1	Injury	□ 441 Voting		Drug	□ 830 Patent
USC 3410	☐ 160 Stockholders' Suits		Personal Injury-	☐ 442 Employment	□ 625	Drug Related	☐ 840 Trademark
▼ 890 Other Statutory Actions ☐ 891 Agricultural Act	 □ 190 Other Contract □ 195 Contract Product 		Med Malpractice	☐ 443 Housing/Acco-		Seizure of	SOCIAL SECURITY
☐ 892 Economic Stabilization	Liability		Personal Injury- Product Liability	mmodations ☐ 444 Welfare		Property 21 USC 881	□ 861 HIA (1395ff)
Act	☐ 196 Franchise	1	Asbestos Personal	□ 445 American with	□ 630	Liquor Laws	 □ 862 Black Lung (923) □ 863 DIWC/DIWW
3893 Environmental Matters	REAL PROPERTY	1	Injury Product	Disabilities -		R.R. & Truck	(405(g))
	☐ 210 Land Condemnation	3	Liability	Employment	□ 650	Airline Regs	□ 864 SSID Title XVI
	□ 220 Foreclosure	1	MIGRATION	☐ 446 American with	ł	Occupational	□ 865 RSI (405(g))
	230 Rent Lease & Ejectm		Naturalization Application	Disabilities -		Safety /Health	FEDERAL TAX SUITS
☐ 900 Appeal of Fee Determi-				Other	□ 690	Omer 1	
□ 900 Appeal of Fee Determi- nation Under Equal	☐ 240 Torts to Land	10.44	Habeas Corpus-	1		1	☐ 870 Taxes (U.S. Plaintiff
nation Under Equal Access to Justice ☐ 950 Constitutionality of		, □ 463 I	Alien Detainee	☐ 440 Other Civil Rights		nem no constitución de la consti	or Defendant) ☐ 871 IRS-Third Party 26
☐ 900 Appeal of Fee Determi- nation Under Equal Access to Justice	☐ 240 Torts to Land ☐ 245 Tort Product Liability	, □ 463 I		☐ 440 Other Civil		nem no constitución de la consti	or Defendant)
□ 900 Appeal of Fee Determination Under Equal Access to Justice □ 950 Constitutionality of	☐ 240 Torts to Land ☐ 245 Tort Product Liability	, □ 463 I	Alien Detainee Other Immigration	☐ 440 Other Civil		nem no constitución de la consti	or Defendant) ☐ 871 IRS-Third Party 26
□ 900 Appeal of Fee Determination Under Equal Access to Justice □ 950 Constitutionality of	☐ 240 Torts to Land ☐ 245 Tort Product Liability	, □ 463 I	Alien Detainee Other Immigration	☐ 440 Other Civil	8600 da hila kana kana saasa saas	nem no constitución de la consti	or Defendant) ☐ 871 IRS-Third Party 26

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

FOR OFFICE USE ONLY: Case Number:

CV-71 (05/08) CIVIL COVER SHEET Page 1 of 2



Case 2:12-cv-04624-R-JC Document 1 Filed 05/25/12 Page 66 of 66 Page ID #:66

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII(a). IDENTICAL CASES: If yes, list case number(s).	fas this action been	previously filed in this court	and dismissed, remanded or closed? ✓ No □ Yes			
VIII(b). RELATED CASES: He lf yes, list case number(s):	ive anv cases been i	oreviously filed in this court t	that are related to the present case ⁹ □ No ☑ Yes			
√ B	Arise from the saCall for determinationFor other reasons	me or closely related transact ation of the same or substanti would entail substantial dupl	tions, happenings, or events; or fally related or similar questions of law and fact; or lication of labor if heard by different judges; or the factors identified above in a, b or c also is present.			
IX. VENUE: (When completing the						
(a) List the County in this District	: California County	outside of this District: State	e if other than California; or Foreign Country, in which EACH named plaintiff resides. If this box is checked, go to item (b).			
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country			
Los Angeles						
Check here if the government,	California County its agencies or emp	outside of this District; State loyees is a named defendant.	if other than California; or Foreign Country, in which EACH named defendant resides. If this box is checked, go to item (c).			
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country			
Principal place of business: Los Angeles			Incorporation: Delaware			
Note: In land condemnation cases, use the location of the tract of land involved in this District:* Los Angeles (for named Plaintiff) and throughout California and the United States for putative class members.			California County outside of this District; State, if other than California; or Foreign Country			
* Los Angeles, Orange, San Berna Note: In land condemnation cases, u	rdino, Riverside, V	entura, Santa Barbara, or set tract of land involved	San Luis Obispo Counties			
X. SIGNATURE OF ATTORNEY (3 Conhund Date May 25, 2012			
or other papers as required by far	v. Tins form, appro-	veu ov me judiciai Conferenc	rmation contained herein neither replace nor supplement the filing and service of pleadings se of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ting the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)			
Key to Statistical codes relating to Sc						
Nature of Suit Code	Abbreviation	Substantive Statement of	f Cause of Action			
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))				
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)				
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))				
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))				
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.				
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42				

 $U.S.C.\left(g\right))$